MARCH 12, 1945

PRICE 15 CENTS

BROADCASTING

The Weekly Ne of Radio

Broadcast Adve

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TECHNOLOGY DEPT.

None So Sensitive

During this greatest of all eras for precision instruments, none is quite so sensitive as the American ear. A fast-moving war tempo, spurred by changing economic and social thinking, excites a ringing that at times seems to reach the peak of bursting drums. But it doesn't.

We who operate Fort Industry Company radio stations like to feel that by supporting broadcasting at its best, we are performing a duty that eases that bursting pitch.

To us, the wartime needs of millions of sensitive American radio ears demand all the experience that our 17 years of service to so many of our nation's radio homes has given us.

Broadcasting at its Best

WWVA
50,000 Watts and Blue at Wheeling, West. Va.

WFTL
10,000 Watts and Mutual at Miami, Florida.

WSPD
5,000 Watts and N.B.C. at Toledo, Ohio.

WAGA
5,000 Watts and Blue at Atlanta, Georgia.

WMMN
5,000 Watts and Columbia at Fairmont, W. Va.

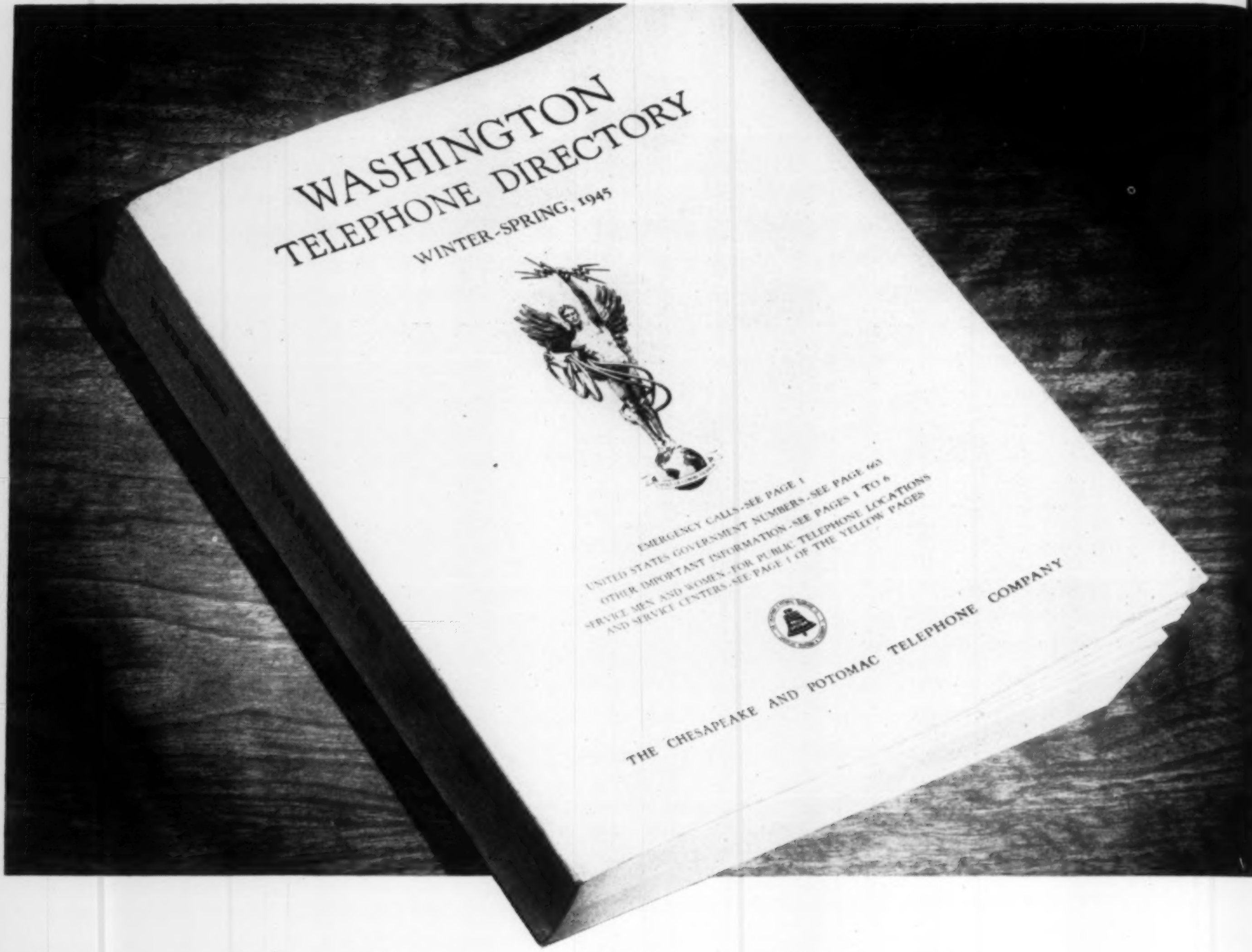
WLOK
250 Watts and N.B.C. at Lima, Ohio.

WHIZ
250 Watts and N.B.C. at Zanesville, Ohio.

THE FORT INDUSTRY COMPANY

A FORT INDUSTRY STATION

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT!


WASHINGTON
TELEPHONE DIRECTORY
WINTER-SPRING, 1945
EMERGENCY CALLS—SEE PAGE 1
UNITED STATES GOVERNMENT NUMBERS—SEE PAGE 663
OTHER IMPORTANT INFORMATION—SEE PAGES 1 TO 6
SERVICE MEN AND WOMEN—FOR PUBLIC TELEPHONE LOCATIONS
AND SERVICE CENTERS—SEE PAGE 1 OF THE YELLOW PAGES
THE CHESAPEAKE AND POTOMAC TELEPHONE COMPANY

People You Should Know . . .

Compare the Washington phone book with the telephone directories of such top radio markets as St. Louis, Cleveland, San Francisco and Baltimore. Washington's is *30% thicker than any of them.*

This book is a gilt-edged directory of some of the highest-income people in the world. In 1944, payrolls for the Washington metropolitan area totaled *a billion, 345 million dollars.* Bank clearings for the first 11 months of the year amounted to more than *a billion, 897 million dollars.*

Retail merchants who expect prompt returns for their advertising investments use WOL to reach the 1,250,000 potential customers in the Washington area. *There are 70 local advertisers using WOL today. Fourteen are on five-to-ten-year renewals.*

Take a tip from the phone book and from satisfied local sponsors. For a share of present and postwar business in one of the country's major markets, look up WOL's number and call us—or The Katz Agency—today.

A BASIC MUTUAL STATION

A Cowles Station

WOL

"THE VOICE OF WASHINGTON"

Represented nationally by The Katz Agency, Inc.

Stranger in town?

A UNIFORM is an introduction anywhere in New England, for New England is ever loyal to a cause and gracious to the stranger who is properly introduced.

In a commercial sense New England is just as loyal to its local enterprises and institutions as to its sons and daughters in the service. It is equally hospitable to the stranger who comes to town with good merchandise to sell — if the merchandise is well presented.

Consider, then, the local pride — the loyalty to hometown enterprise — in relation to your selling. A friendly introduction can be very important.

Every Yankee Network station is a hometown enterprise, locally managed, used successfully by hometown merchants. It touches the whole life of the community, reaches into the hearts and homes of New England with a directness and force unmatched by distant radio appeals.

Know these home folks well. You can get acquainted faster, win their confidence best, through Yankee's 21 friendly hometown stations.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

HOW MUCH TIME IS

805 Minutes

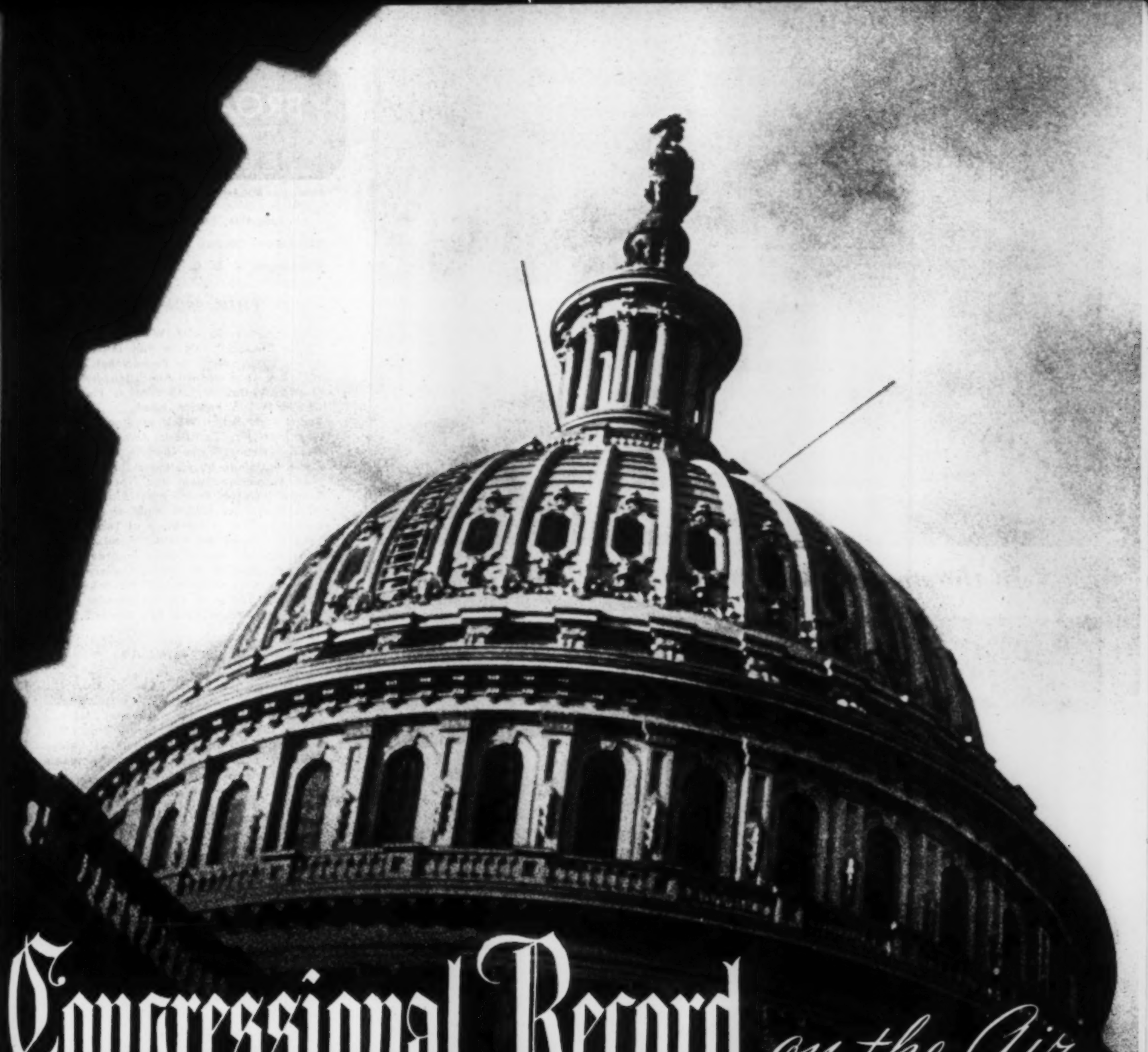
Time enough to fly from New York to London

Time enough to prove local retailers' faith in ***WSAI's*** *pulling power,*

for

4 LEADING CINCINNATI DEPARTMENT STORES now have **805 MINUTES OF PROGRAM TIME EACH WEEK** with more in the making on woman-wise ***WSAI***

A MARSHALL FIELD STATION
WSAI
CINCINNATI 2, OHIO



Congressional Record *on the Air...*

A non-partisan program . . . an informative *public feature*, ***CONGRESSIONAL RECORD—ON THE AIR*** presents leading Senators and Representatives dynamically expressing individual viewpoints on phases of government that directly and indirectly affect each of us.

This series is transmitted overseas by the OWI. These programs have become matters of national record and have been printed in the official Congressional Record of the United States Congress.

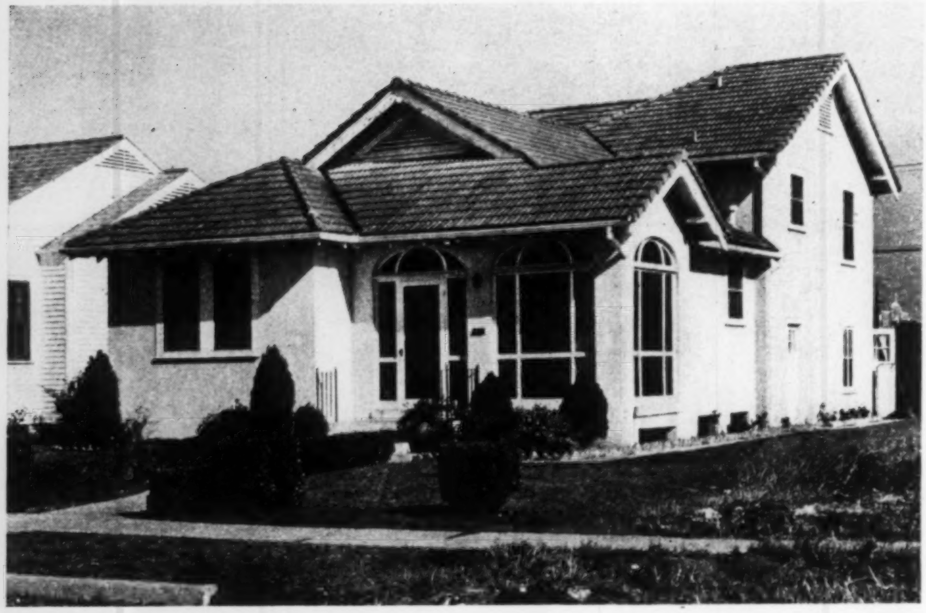
Tested as an exclusive **WHN** feature for more than 100 weeks, and recognized nationally as one of the finest institutional programs of the air, ***CONGRESSIONAL RECORD—ON THE AIR*** is now available to stations in this country and Canada as a fifteen minute transcribed presentation on an exclusive basis.

Wire or write Herbert L. Pettey, executive director, WHN, 1540 Broadway, New York 19, N. Y., for prices and further information.

WHN
1050
NEW YORK

50,000
WATTS

REPRESENTED BY
RAMBEAU



In the newest suburb of New Orleans . . .

In the stately homes along the Mississippi
(for hundreds of miles)

Folks turn first to — WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and
Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone: ME 1022

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SOL TAISHOFF
Editor and Publisher

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TORONTO: James Montagnes.

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HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

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CHICAGO: 360 N. Mich. Ave. CENtral 4115.
HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 0775.

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Men's Clothing Store Continues On WSIX For Eighth Year

Paul C. Mills, Advertising Manager of Gilbert's, signs another WSIX contract

Gilbert's, operators of two of Nashville's outstanding clothing stores for men and boys, will soon round out their eighth consecutive year of continuous advertising on WSIX.

And here is what Mr. Mills had to say when he signed this contract for six quarter-hour news programs weekly: "I am happy to state at this time that I believe the WSIX audience, which we enjoy today, to be the largest yet. THERE HAVE BEEN MORE COMMENTS FROM OUR CUSTOMERS PRAISING THESE NEWS CASTS THAN ANY OTHER MEDIUM WE HAVE EVER USED. Such results are very gratifying and I sincerely hope that the years ahead will afford us as many pleasant relations as we have enjoyed in the past."

Another advertiser continues to place his advertising with WSIX year after year, because he gets satisfactory results.

THE KATZ AGENCY, INC., ***National Representatives***

Blue *Mutual*

WSIX

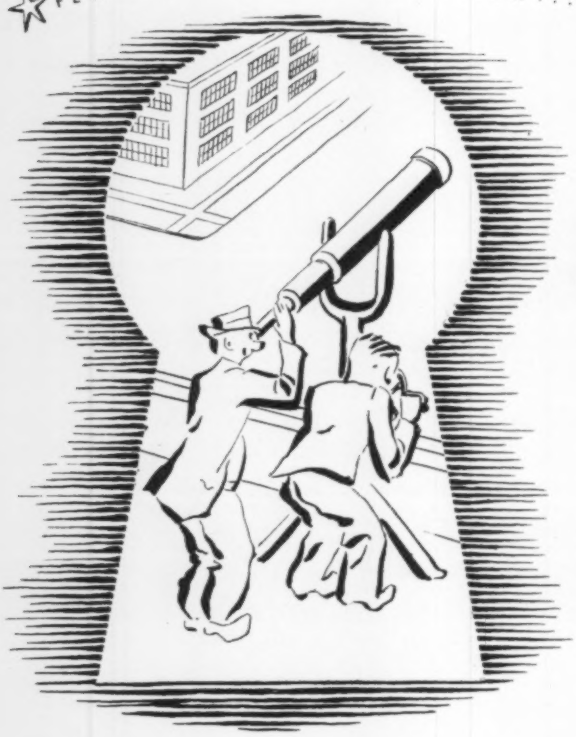
5000 WATTS

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

☆FEW STATIONS IN THE NATION . . . CAN EQUAL **KOA's** DOMINANCE!



SURE THEY'RE USING KOA!

IN DENVER KOA LEADS IN EVERY WAY

KOA LEADS THE WAY IN LISTENER LOYALTY!

By an overwhelming margin, between 59% and 79% of the radio families in *seven of Colorado's largest cities* named KOA as the station "listened to most" at night.

Between 74% and 91% of the radio families in Wyoming's four largest cities named KOA as the station "listened to most" at night.

In 6 Colorado and Wyoming cities KOA leads all other competing network stations.

Is it any wonder that KOA advertisers are often amazed at the sales results for their product or service by radio listeners in vast and wealthy KOA-Land? You should see for yourself.

IN DENVER—KOA GIVES YOU MORE THAN THE OTHER FOUR

POWER	50,000 Watts
PROGRAMS	Top NBC Shows
COVERAGE	Denver and the Mountain and Plains Stqtes Region
LISTENER LOYALTY*	59% to 79% in seven of Colorado's Largest Cities
DEALER PREFERENCE**	68.8%

*NBC Survey "1077 Cities" **Ross-Federal Survey

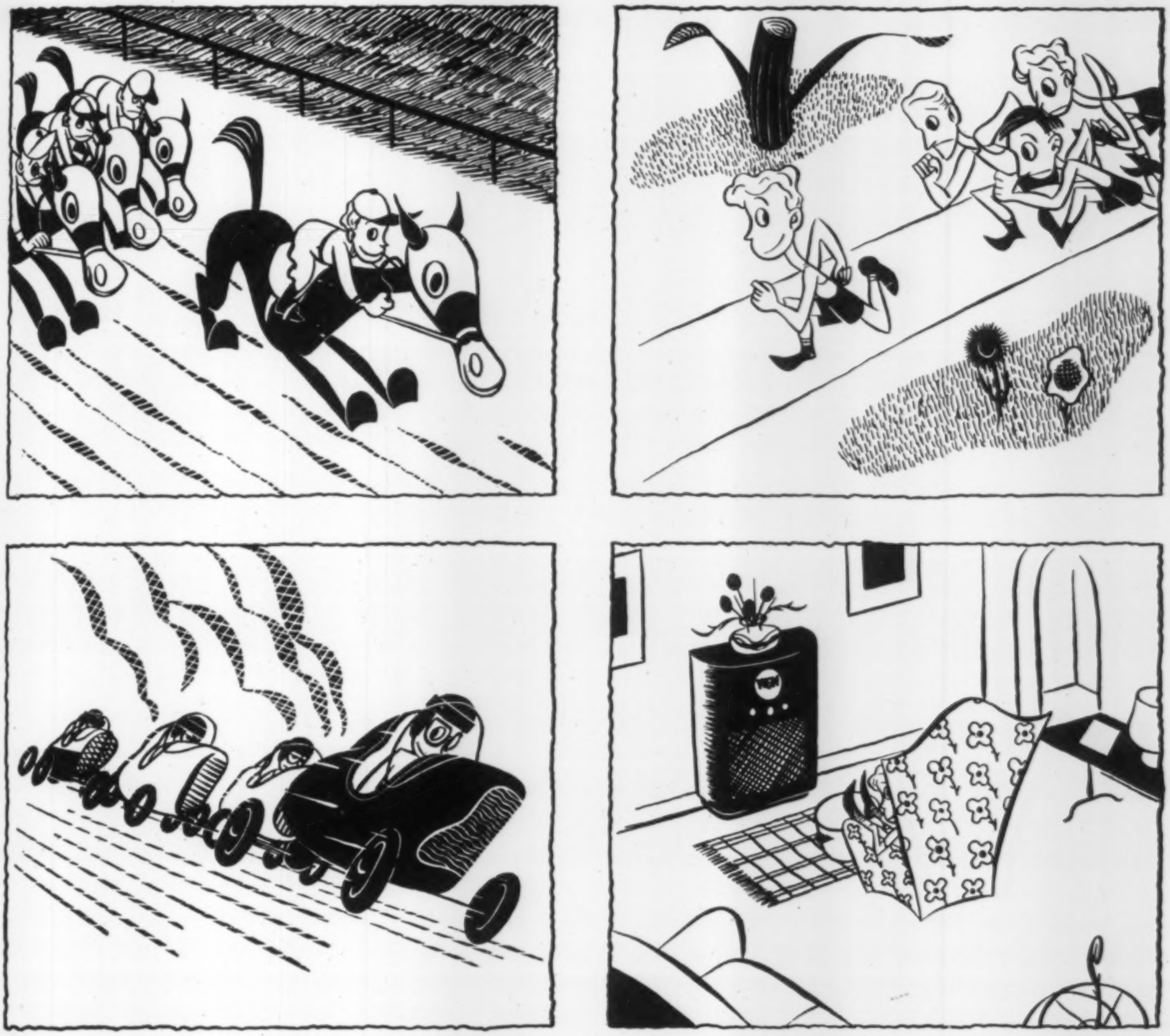
FIRST in DENVER

KOA

NBC

50,000 watts 850 KC

☆REPRESENTED NATIONALLY BY **NBC** SPOT SALES



Little Elmer says: "Among Chicago's major radio stations WGN leads the field in local and national spot advertising business."

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 EAST 42nd STREET, NEW YORK 17, N. Y.
WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.

XUM

IN THIS AUDITION ROOM CLIENTS BUY

LINCOLN'S TOP PROGRAMS

In Lincoln, and Its Trade Territory, the Latest HOOPER, Monday through Friday, from 8 a. m. to 6 p. m. Shows:

KFOR......46.25
Station "A"...29.4
Station "B"...19.6

That's Why Sales Opportunities Galore Await You in KFOR's Beautiful and Ultra-Modern New Studios in Lincoln, Nebraska.

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

At Deadline

UNITED DRUG Co., Boston, on April 29, May 1, 3 and 5 will place a recorded quarter-hour *Hollywood Rexall Revue* on more than 200 stations to promote semi-annual one-cent sale of Rexall drug products. Company, which goes into network radio this fall with an option on Joan Davis, is awaiting time availabilities from CBS and NBC. Agency is N. W. Ayer & Son, New York.

PASSAGES assuring the early reestablishment and continuance of a free radio in both transmission and gathering of news were recommended at the Inter-American conference in Mexico City. The Act of Chapultepec also recommends the breaking of radio-telephonic communications as one of the sanctions to be applied to future aggressors.

R. J. REYNOLDS TOBACCO Co. (Camel cigarettes) on four weeks notice discontinues *Moore & Durante* March 30. Reduced civilian cigarette production has caused cut in advertising budget. William Esty & Co. handles the account. Other sponsors are said to be interested.

ROBERT W. BUCKLEY, assistant western sales manager of CBS Chicago, effective April 1 will head media operation in both the radio and magazine fields for Dancer-Fitzgerald-Sample, New York. Mr. Buckley joined CBS sales department in 1938 and was formerly with William G. Rambeau Co. as account executive and New York office manager.

JAMES W. YOUNG, senior consultant for J. Walter Thompson Co., was elected chairman of the War Advertising Council, succeeding Harold B. Thomas who resigned to join Pedlar & Ryan. All other officers were reelected at a meeting Friday.

SELLERS of SALES

LILLIAN

LILLIAN SELB, timebuyer of Foote, Cone & Belding, has that rare and practical experience of having viewed radio from both sides of the timebuyer's desk. As former manager of the New York office of the Foreman Co., station representatives, and later with John E. Pearson Co., which absorbed the former, she was one of the few women successfully engaged in that predominantly masculine occupation of selling radio time. At the same time, Lillian has a solid decade of agency background.

But Lillian's experience doesn't stop there by a long shot. She broke into radio in the sales service department of NBC when the medium was a fledgling back in 1929. In 1932 she joined Blackett-Sample-Hummert (now Dancer-Fitzgerald-Sample), and was manager of the continuity department, a time buyer, and assistant to George Tormey, vice president and account executive. From B-S-H, Lillian went to J. Stirling Getchell Inc. as secretary to Tom Dougherty, who was vice-president and general manager of the agency. At that time, Emerson Foote, now president of Foote, Cone & Belding, was a Getchell executive.

After three and a half years in the sales end of radio, Lillian returned to the agency fold last fall when she joined FC&B as timebuyer.

"While there is no formula or slide rule for buying radio time," Lillian observes, "the cost-per-listener-reached should be just as important a factor in buying spot radio as it is in network radio. Many times a dominant station in a market will be the best buy on a cost-per-listener basis, and at other times, a secondary station or a spot adjacent to a lower rated show will be an equally good purchase." She does, in fact, look 'em all over and "calls 'em as she sees 'em."

Lillian buys time for American Tobacco Co., Bourjois Inc., RKO Radio Pictures, Campbell Soup Co., Cities Service.

Her hobbies: sewing, carpentry, commuting four hours a day to and from her one acre place in Rockland County, Upstate New York, giving her claim to the distinction of being the best-read commuter on the West Shore RR Co.

IN PENNSYLVANIA THE TRI-PENN MARKET

WGAL LANCASTER

WKBO HARRISBURG

WORK YORK

produces sales for you

● The Tri-Penn primary area is a rich region in the heart of Pennsylvania—which is not covered by any other station.

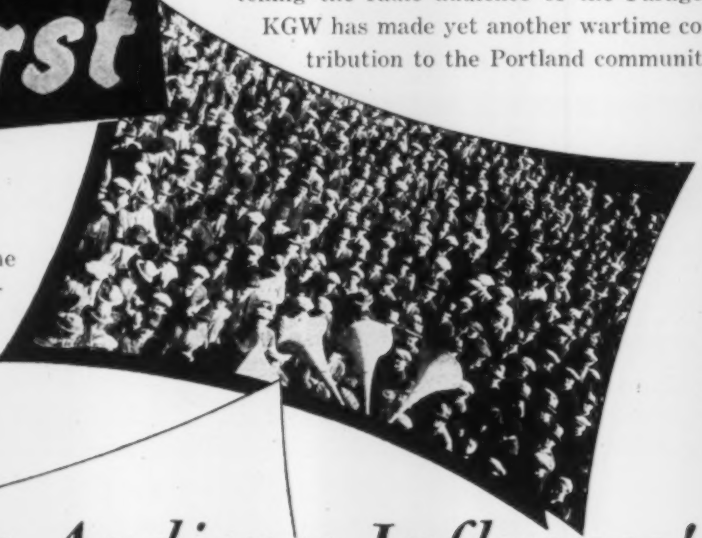
Write main office—8 West King St., Lancaster, Penna., or

Sales Representative RAYMER

NBC MUTUAL

first in War!

Each Saturday night, in cooperation with the recreation division of the Parks Bureau and the North Portland Teen Age Group, KGW has been broadcasting a show direct from the Paragon, a night club for the youngsters. With all the atmosphere of any night club—bar, drinks (non-alcoholic of course), dance floor and band, the Paragon has experienced a growing popularity. Its membership has doubled in less than 8 months. By telling the radio audience of the Paragon, KGW has made yet another wartime contribution to the Portland community.



first in Peace!

Baseball fans of the 1920's listened to the world series broadcast from KGW amplifiers erected on a downtown Portland street. The station carried the entire series to the people of Portland, laid the groundwork for sports broadcasting as we know it today.

first in Audience Influence!

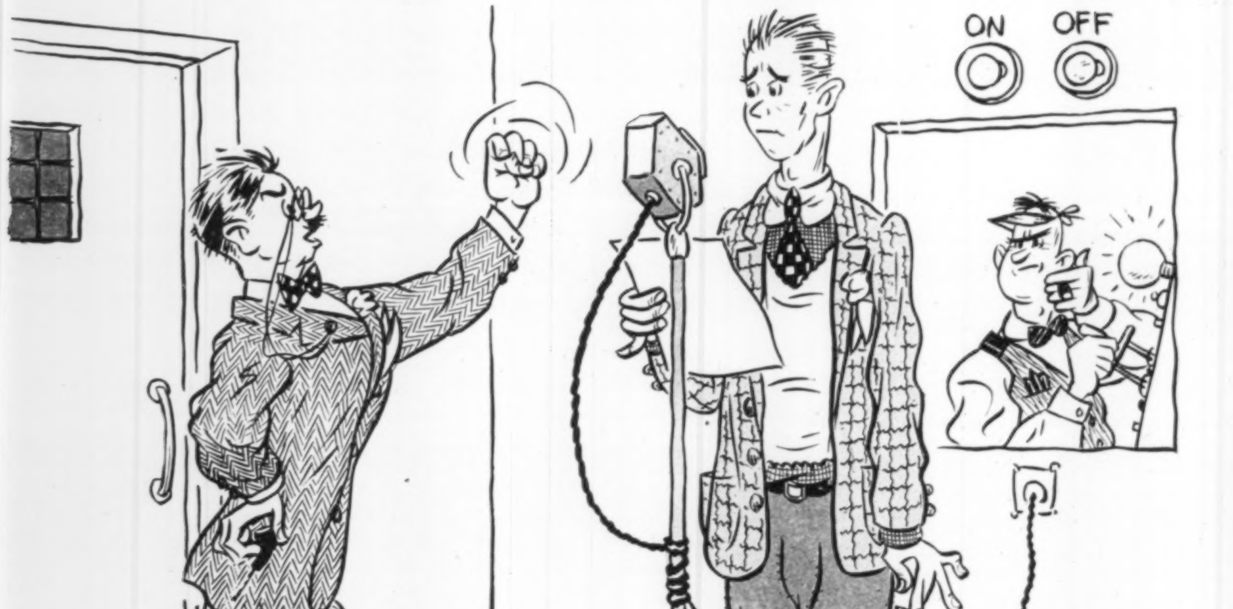
For 23 years KGW has continually sought new and better ways in which to contribute to the betterment of the community it serves. Appreciative response to this persistent pioneering is indicated by the station's ever-increasing popularity with the people of the Portland area. Many times KGW has demonstrated to advertisers this established appeal to every type of listener at every income level.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.



"Be virile, Harold—it's your voice that must sell Dynamite Vitamins!"

- You know and we know that some stations can sell like mad, and that some can't. It's another proof of our phrase to the effect that "good management makes a good station"—because good management realizes that radio *must sell goods.*

We won't belabor the point—except to add that all the stations at the right are *well-managed* stations—and can *sell.*

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Hollywood 2151
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 28, No. 11 WASHINGTON, D. C., MARCH 12, 1945 $5.00 A YEAR—15c A COPY

duPont Awards to WJR, WTAG, Kaltenborn

Merit Recognized By Placques And $1,000 Prizes

WINNERS OF the third annual duPont awards for achievement in broadcasting are WJR Detroit, WTAG Worcester and H. V. Kaltenborn, NBC news commentator.

The three winners were presented awards of $1,000 each, accompanied by embossed recognition placques, at a dinner given by the Alfred I. duPont Radio Awards Foundation at the St. Regis Hotel, New York, Saturday night.

Although the awards are based on general considerations of community service, without specific mention of special programming, it was recalled that WJR had made an outstanding contribution to broadcasting in 1944 through its Americanism productions, programs devoted to promoting the American way of life. WTAG Worcester, under leadership of its program manager, David H. Harris, had fostered the community-wide series, "Worcester and the World", which won wide acclaim for welding together the community interests of America and her allies in the United Nations.

News Action

WJR also attracted wide notice in 1944 when, on July 7, Leo J. Fitzpatrick, the station's general manager, ordered all middle commercials stricken from news broadcasts.

The awards were received Saturday from Dr. Francis P. Gaines, president, Washington & Lee U. and chairman of the selection committee, by Mr. Fitzpatrick, Mr. Harris and Mr. Kaltenborn.

The three annual awards are presented under a special irrevocable and perpetual trust fund, established by the widow of Mr. duPont in his memory "to perpetuate his profound interest in science and industry, and his unwavering devotion to the welfare of his country and of humanity".

The station awards are made "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively."

HERE ARE the winners of the duPont awards. Left, above, G. A. Richards, president, and Leo J. Fitzpatrick, vice-president and general manager, of WJR Detroit, winner of station award in higher power category. Upper right, H. V. Kaltenborn, NBC, voted top commentator. Lower left, David H. Harris, program manager, and E. E. (Ted) Hill, managing director, WTAG Worcester, winner of station award in lower power category, pointing at globe which symbolizes their program theme.

The commentator receiving the award must be a United States citizen, and receives the accolade "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity and independence and public service through the medium of radio."

Station awards are made to one outlet in a power category above 5000 w, and to one of power ranging from 5000 w down.

Besides Dr. Gaines, serving on the selection committee are Dr. Kathryn McHale, general director, American Assn. of University Women; M. H. Aylesworth, first president of NBC; the Rt. Rev. Henry St. George Tucker, presiding bishop of the Episcopal Church; and Mrs. duPont.

Among the programs undertaken by WJR during 1944 which, observers believe, attracted the attention of the distinguished award committee were *Victory F. O. B.* and *In Our Opinion*.

Free Discussion

Victory F. O. B., which was presented each Saturday afternoon throughout most of the year, brought to the microphone scores of outstanding American personalities—among them Eric Johnston, William Green, Walt Disney, J. Edgar Hoover, James A. Farley—who gave listeners their reasons for faith in the democratic system of government.

In Our Opinion, currently a Sun-

(*Continued on page 74*)

60 kw Unit Ready to Roll Into Berlin

Station on 17 Trucks Set to Make First U. S. Broadcast

By ROBERT K. RICHARDS

A 60,000 w transmitter, mounted in sections on 17 Army trucks, is reported to be in the vanguard of American troops driving toward Berlin.

Over this transmitter, it is understood, first on-location broadcasts from the German city will be beamed to pickup points in America.

A land version of the sea-going Signal Corps radio ship which stood off Leyte to flash news of MacArthur's return to the Philippines, the radio echelon is said to have undergone rigorous tests months ago preparatory to the march on Berlin.

Whose voice will be heard first from the German capital city is problematical, but past experience would indicate that early broadcasts from the bomb-shattered metropolis would be pooled.

Pooled Broadcast

With forward elements of the battling American armies now are these network correspondents: BLUE—George Hicks, Gordon Fraser (1st Army), John Bryson (3rd Army), Donald Coe (7th Army), Robert Massell (9th Army); CBS—Howard K. Smith (9th Army), Bill Downs (1st Army); MBS—John Thompson (9th Army), Sigrid Schultz (1st Army), Paul Manning (Shuttling from SHAEF), Seymour Korman (7th Army, Southern Sector); NBC—David Anderson (9th Army), John MacVane (1st Army), Edwin Haaker (6th Army).

If Americans reach Berlin before the Russians, our Signal Corps will have facilities operating from the city, through relay points at Rheims and Paris, within 48 hours, Army spokesmen said in Washington.

Actual operations in the city, however, will be directed by the Theatre communications officer.

It was generally conceded that an American voice speaking from Berlin would not mean necessarily that the Nazis had met Allied demands for unconditional surrender. High officials of the enemy government could have escaped, even by this time, to German-held territory to the south of the capital.

Plans to establish immediate ra-

(*Continued on page 78*)

March 15 Set as Deadline for Listing Of Personnel to Cover Peace Meeting

FOLLOWING a meeting last week with State Dept. officials and representatives of the four major networks, the Radio Correspondents Assn. sent to all stations and networks notification that names of news personnel to be assigned to cover the forthcoming United Nations conference in San Francisco must be received in Washington by midnight Thursday (March 15).

Richard Harkness, NBC commentator, newly-elected president of the association which governs the Congressional radio galleries (see page 60), on Thursday addressed letters to all network news managers and station managers, asking cooperation. The early deadline was necessary because of limited facilities.

Information which must be submitted to the Radio Corespondents Assn., Senate Radio Gallery, Capitol Bldg., Washington, includes the following: Names of staff members to be assigned to cover the conference, beginning April 25; hotel rooms needed(whether single or double); time of arrival in San Francisco of staff members; whether correspondents will handle own travel reservations or whether they desire accommodations on special trains from Washington to San Francisco.

Liaison Group

Stations as well as networks are cautioned to hold their staffs to the minimum and make application only for working news personnel.

The following subcommittee is expected to be named this week to coordinate activities and serve as liaison with the State Dept.: Bryson Rash, director of special events, WMAL Washington, representing the Blue; Robert S. Wood, CBS Washington director of news; William R. McAndrew, NBC Washington news director; Charter Heslep, MBS Washington director; Mr. Harkness, representing the association; Annette Ebsen, British Broadcasting Corp.; Dan MacArthur, Canadian Broadcasting Corp.

Meanwhile the West Coast network news bureaus named William Pabst manager of KFRC San Francisco, to serve as coordinator in helping the Washington committee to make arrangements.

Attending a meeting last Wednesday with Lincoln White, assistant to Michael J. McDermott, special assistant to the Secretary of State in charge of press relations, were the following:

Blue—George O. Milne, director of technical operations, New York; Mr. Rash; CBS—Mr. Wood; Mutual—Mr. Heslep; John Whitmore, news division manager, New York; NBC—Carleton Smith, WRC Washington general manager; Adolph Schneider, acting manager of operations. news and special events department, New York; Mr. McAndrew; George McElrath, operating engineer; Mr. Harkness, who also represented the Radio Correspondents Assn.

Staff Assignments

A staff of approximately 50 commentators, reporters and technicians from the Blue's New York, Washington and San Francisco offices will be assigned to handle the network's coverage. Mr. Johnstone will be assisted at the conference by Mr. Rash. Mr. Milne will handle the engineering details and head the staff of engineers from various Blue division points.

The news corps will be headed by Raymond Swing, Edward Tomlinson, H. R. Baukhage, James Abbe, Ray Henle and David Wills, with additional assignments still to be announced. *Town Hall Meeting of the Air* will originate from San Francisco April 26, and possibly May 3, with speakers still to be decided.

Five commentators have been assigned by Mutual to go to the Coast from eastern and midwest stations, and others will be named later. Group now includes Upton Close, WGN Chicago; Gabriel Heatter, Leo Cherne, WOR New York; Alex Griffin, WIP Philadelphia; Arthur Gaeth, KLO Salt Lake City.

Beginning Tuesday, Theodore Granik's *American Forum of the Air* will be devoted entirely to subjects tying in with the conference, with Members of Congress as guest debaters each week. Highlight broadcast will come from San Francisco Press Club April 24, when a "dress rehearsal" of the conference will be staged—the speakers to include Sen. Tom Connally, (D-Tex.), chairman, Senate Foreign Relations Committee; Rep. Sol Bloom, (D-N.Y.) chairman, House Foreign Affairs Committee; Comdr. Harold E. Stassen, Sen. Arthur H. Vandenburg (R-Mich.) and possibly Secretary of State Stettinius.

NBC had not completed its coverage lineup as BROADCASTING went to press. CBS plans were announced in the March 5 BROADCASTING.

Statement Text

Following is text of the statement from the association executive committee, addressed to network news managers and station managers:

The Radio Correspondents' Gallery of Washington has been designated by the Dept. of State to accredit commentators, correspondents and working radio reporters covering the United Nations Security conference at San Francisco.

So please submit, not later than midnight, March 15, the following information to Radio Correspondent's Assn., Radio Gallery, U. S. Senate, Capitol Building, Washington, D. C.:

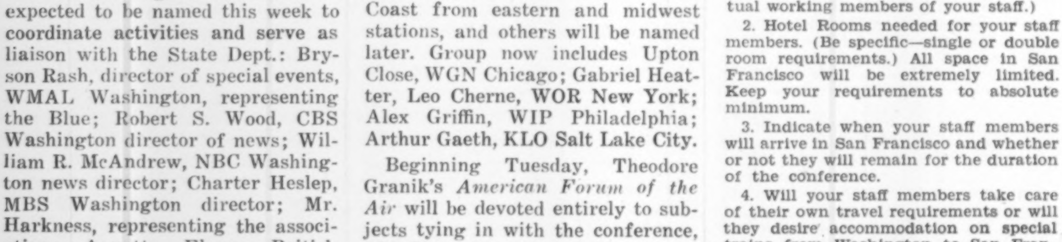
1. Names of staff members to be assigned to cover United Nations Conference to convene at San Francisco April 25. (Please confine your requests to actual working members of your staff.)

2. Hotel Rooms needed for your staff members. (Be specific—single or double room requirements.) All space in San Francisco will be extremely limited. Keep your requirements to absolute minimum.

3. Indicate when your staff members will arrive in San Francisco and whether or not they will remain for the duration of the conference.

4. Will your staff members take care of their own travel requirements or will they desire accommodation on special trains from Washington to San Francisco? (Dates of latter have not yet been determined.)

5. No requests received after midnight March 15 can be considered, due to limitation of space and necessity of completing arrangements well in advance of conference opening.



RADIO EXECUTIVES attending the Westinghouse Radio Stations luncheon which preceded the annual dinner dance of the Philadelphia Club of Advertising Women recently included (l to r): **James W. Gantz**, KYW Philadelphia publicity director; William Y. E. Rambo, KYW promotion manager; Oliver Morton, NBC spot sales manager in Chicago; D. A. Myer, WRS technical supervisor; I. N. Eney, KYW chief engineer; R. A. Bates, KYW auditor; Gordon Hawkins, WRS program and education supervisor; Leslie Joy, KYW general manager; W. C. Roux, NBC spot sales; J. S. deRussy, NBC spot sales; Walter Huckins, KYW spot sales; W. T. Hamilton, NBC spot sales; William O. Tilenius, NBC spot sales; F. P. Nelson, WRS shortwave and television manager; Harvey McCall Jr., KYW sales manager; B. A. McDonald, WRS salesmanager; F. A. Logue, WRS auditor; W. B. McGill, WRS advertising and publicity manager; Harold S. Lamb, KYW sales; Harry Dangerfield, KYW sales; Lyn Morrow, WRS assistant advertising manager; William C. Galleher, KYW educational director; James P. Begley, KYW program manager.

To Televise Meeting

TELEVISION will pictorially record events of the historic United Nations Peace Conference in San Francisco next month, John F. Royal, NBC vice-president in charge of that branch told members of the San Francisco Advertising Club at it March 7 luncheon meeting at the Palace Hotel. "Television set owners will see what happens at the conference within 24 hour of the sessions in San Francisco," Mr. Royal said. "Special television films will be made and flown to New York for television broadcasts there by NBC."

WESTINGHOUSE NET INCOME IS UP 22%

WESTINGHOUSE Electric & Mfg. Co., Pittsburgh, achieved a net income of $26,019,097 for 1944, a 22% increase over 1943, when the total was $21,401,568, according to a preliminary summary of a full financial report for the year, to be mailed to stockholders this week. Sales billed amounted to $835,737,004 for 1944, 18% more than 1943, when the total was $709,342,717. Board of directors in January declared a dividend of $1 per share on the common stock and $1 per share on the preferred stock, payable Feb. 28 to stockholders of record on Feb. 13, 1945.

The coming market for FM sets is emphasized in *Westinghouse Stockholder's Quarterly*, a house organ, which states that there are nearly 60,000,000 radio sets in American homes not equipped to receive FM, and that to replace these 60,000,000 sets represents six years of prosperous peacetime business. Westinghouse will build all but the lowest price sets to receive FM as well as AM and international shortwave broadcasts, according to the report.

Outlining factors which point to an unprecedented opportunity for Westinghouse in the home radio business, the booklet predicts that FM radio will hasten total replacement by outmoding practically all sets now in use; the demand for radio-phonographs will increase the size of the market by increasing the average sale; returning servicemen establishing new homes will represent a new market; there will be a demand for extra sets in homes; home television will grow steadily.

Tube Prospects Poor

CIVILIAN tube supply is expected to remain at approximately 1,500,000 a month for some time, or about one-half the supply available for replacements before the war, WPB said last week. Although certain military requirements may fall off following the end of the war in Europe, it is expected that military demands will continue to tax manufacturing capacity. Much of the equipment used in the European theatre, it was explained, will either have to be "tropicalized" or replaced by new equipment for use in the Pacific theatre.

Employ Service Women

A SERIES of spot announcements is being carried by WBBM Chicago inviting discharged service women to make application for employment at its own WBBM-CBS offices, 410 N. Michigan Ave., Chicago. Discharged service women are to be shown preference in filling of available clerical and stenographic positions.

Shainberg on Air

SHAINBERG DRY GOODS Co., Memphis (Black and White stores), effective about April 15 will begin sponsorship of transcribed dramatized spots and jingles on the following stations: WREC WHBQ WTJS WMC WELO WCBI WSLI WJDX. Till forbid contracts were placed by Kuttner & Kuttner, Chicago.

All Allocations by May 1 Is FCC Goal

Informal Session Called by Adair On Clears

By BILL BAILEY

DRIVING toward establishment of allocation standards for all broadcast services with minimum delay —spurred by the optimistic war outlook—the FCC late last week called an informal engineering conference for Friday (March 16) to lay the foundation for the comprehensive clear channel hearings scheduled to begin May 9.

Simultaneously it became evident that the Commission proposed to perfect its allocations for the entire radio spectrum, including the controverted FM assignments, by May 1. This move also appeared to be geared toward completing paper work preparatory to the forthcoming international conversations and conferences on worldwide allocations.

Broad Scope

In its public notice last Friday calling the informal engineering conference, the Commission for the first time made it evident that while the forthcoming hearings will deal principally with clear-channel broadcasting, actually all standard broadcast assignments are affected because certain determinations relating to clear channels are "closely allied with, if not inseparable from, regional and local channel studies". The public notice was issued by George P. Adair, chief engineer, and set the conference time as 10 a.m. March 16, at the FCC offices. (See text of public notice herewith.)

On the outcome of today's secret conference between military and industry engineers, at which the battle of F2 layer was to be fought to the finish, will depend the future spectrum home of FM. On the assignment of FM hinges the major part of allocating above 25 mc.

Day-to-Day Charts

Plans now under way contemplate (1) final allocation of the spectrum above 25 mc next month; (2) proposed allocations below 25 mc early next month—perhaps in the next three weeks; (3) allocation of all Government services by May 1; (4) recommendations to the State Dept. prior to the June 1 Pan-American telecommunications conference in Rio de Janeiro; (5) start of clear-channel hearings on May 9.

In a last-minute statement and exhibit, placed in the oral argument record on March 3 as the hearings recessed, H. L. Blatterman, chief engineer of Earle C. Anthony Inc., licensee of KFI Los Angeles, told of experiments conducted in August, September and October 1944 to determine the best location for both FM and television transmitters to adequately serve the southern portion of Southern California.

Mr. Blatterman submitted day-to-day charts based on spot checks made by mobile field strength measuring devices. He gave complete data regarding the types of equipment used both in transmission and reception. Tests were made on two frequencies, 43.7 mc and 100 mc, with two transmitters each atop Mt. Wilson and Mt. Harvard. FCC engineers said they tended to support the contentions of Dr. K. A. Norton, Army propagation expert on leave from FCC technical information section, that FM can better serve in the higher frequencies.

It was reported that while the military had agreed to the secret conference, neither Army nor Navy officials would participate except as advisors. Dr. Norton was expected to disclose the source of his data upon which he based his controversial curves.

Leading the opposition was to be Maj. Edwin H. Armstrong, FM inventor, and engineers of the Radio Technical Planning Board who recommended that FM be allocated in the spectrum 43-58 mc. A few executives, representing manufacturers and broadcasters who have participated in the allocation proceedings were to attend as spectators. All were to be sworn to secrecy.

Outcome Speculative

The military will impound all records made at the secret conference until after the war. There was considerable speculation in radio circles as to the outcome of the meeting. In some quarters it was felt that Dr. Norton was confident of backing up his opinions with propagation data now classified; otherwise there would have been no secret meeting.

On the other hand many members of the RTPB, themselves engaged in designing and supervising manufacture of military communications equipment, say they were acquainted with all pertinent propagation data and that such information was considered in the RTPB recommendations.

FM Allocations Problem

Regardless of what is presented at the closed session, the FCC is faced with allocating FM in the vicinity of its present region, 42-50 mc; placing it higher, 84-102 mc, or adopting a compromise between the two. Government experts say FM cannot perform a public service interference-free on a nationwide basis in its present location because of F2 layer transmission, therefore it must move up.

Proponents of present-band FM vigorously contend, however, that there's no data to prove that FM could better serve in the higher band, whereas there has been considerable experience in the lower regions and that experience does not bear out Dr. Norton's opinions.

That the public as a whole is looking forward eagerly to FM service was indicated during the oral argument by John Shepard 3d, chairman of the Yankee Network and member of the FMBI, who testified that a Sylvania continuing survey disclosed that 91.3% of the people canvassed in a recent drive said they wanted FM.

"Only one in 14 didn't want FM," said Mr. Shepard who gave these additional statistics: 16.5% are willing to pay $30 additional for FM sets; 25.15% will pay $15 more; 48.3% will pay $10 additional; 70.1% want to pay only $5 additional.

Aside from the allocations above 25 mc the FCC must determine the future home of services from 10-25,000 kc, which embraces standard broadcasting, international shortwave, considerable aviation, police and other emergency services.

The Commission has held one session with the Interdepartment Radio Advisory Committee which allocates Government services, and several more conferences are scheduled for later this month. It was reasonably certain that the Commission would issue a proposed finding either late this month or early next. There was some talk that the FCC might make its original proposal the final decision, but Commissioners were inclined to discredit that theory. They feel the industry should have an opportunity to be heard again before any allocations are made final.

Panel 2 of the RTPB so far has been unable to agree on all demands for the spectrum below 25 mc and Chairman C. B. Jolliffe, RCA vice-president, plans further conferences in an effort to iron out the differences between service panels before the final RTPB recommendations are made.

Hearings Could Be Continued

A general feeling existed at the Commission that the clear-channel hearings should begin on May 9, as announced by the FCC [BROADCASTING, Feb. 26]. Deadline for filing appearances is April 2. Although the May 9 date may be too little notice to give interested parties time to prepare, the Commission feels that postponement would only delay the proceedings. The hearings could get under way May 9 and if additional time is needed could be continued to a later date.

The Clear Channel Broadcasting Service and segments of the old National Assn. of Regional Broadcasting Stations, led by John Shepard 3d, Yankee Network chairman; Ed Craney of KGIR Butte Mont., and Walter J. Damm, vice-president of the Journal Co. Milwaukee and general manager of WTMJ-WMFM, were girding to present their respective views regarding clear channels [BROADCASTING, March 5].

Although certain Commission personnel has been assigned to the clear-channel work, until after allocations are completed, the spectrum is expected to occupy the Commission's primary attention. Analyses of the oral argument and information resulting from the military conference will be analyzed by the Commission engineers and the legal department, then submitted to the Commissioners for final action.

Expediting the hearings, the Commission wound up oral argument early afternoon March 3.

In the late sessions Kelly Griffiths, representing the Yellow Cab Co., Cleveland and former Sen. D. Worth Clark, appearing for Richard Robey, operator of 700 trucks and 200 passenger cars and presi-

(Continued on page 72)

TEXT OF CLEAR CHANNEL CALL

FOLLOWING is text of the public notice, signed by George P. Adair, FCC chief engineer, calling the informal conference for Friday (March 16) of engineers to discuss the forthcoming clear channel hearings:

Preliminary studies in preparation for the hearing entitled "In the Matter of Clear Channel Broadcasting in the Standard Broadcast Band," Docket No. 6741, indicate that among other things:

1. Certain determinations with respect to Clear Channels are closely allied with, if not inseparable from, regional and local channel studies.
2. Duplication of much of the preparatory work can be eliminated by agreement between the Commission's and industry engineers as to who will do what work.
3. Advance agreement insofar as possible on all standards to be employed will not only greatly facilitate the work, but will materially shorten the hearing.
4. Much more satisfactory standards can be obtained through informal rather than formal proceedings, at least in the early stages.

In view of the above, an informal engineering conference is scheduled to be held at 10 a.m., Friday, March 16, 1945, in the Commission's meeting room, 6121 New Post Office Bldg., 12th St. & Pennsylvania Ave., N.W.

It is urged that all engineers who are expecting to participate in the clear channel hearing, or who are interested in possible changes in the allocation standards for standard broadcast stations, be present.

The tentative main subjects of the agenda are as follows:

A. What constitutes a satisfactory signal.
B. What constitutes objectionable interference.
C. Distances at which, and areas over which, various signal strengths are delivered.
D. Who will do what work in determining the above.
E. Appointment of an industry group or representative to work with the Engineering Dept. of the Commission on matters of general interest.
F. Appointment of groups or representatives of particular interests to work with the Engineering Dept. of the Commission.
G. What assistance can be given the Engineering Dept. of the Commission on work which it is to do.

Over $400,000 of BMB Goal Is Pledged

Sign-ups at NAB Meets Set New High and Low

OVER $400,000 of the $1,000,000 BMB goal has been pledged by subscribing broadcasters, Hugh Feltis, Bureau president, announced in New York at the conclusion of the NAB Second District meeting.

Mr. Feltis said that an exact figure could not be released inasmuch as some stations did not fill out contract brackets provided for station income, upon which subscription rates are based. His estimate of nearly a half million dollars pledged is based on actual compilations thus far made and covers those districts visited on the first half of the NAB tour, he said.

Starts in 1946

Speaking Friday before 100 advertising agency executives in New York, Mr. Feltis said ballots of BMB's first nationwide survey will be mailed in March 1946. Linnea Nelson, J. Walter Thompson Co.; Frank Silvernail, BBDO, and Leonard Bush, Compton Adv., urged agency people to do their best to get stations with whom they deal to subscribe to BMB. Other speakers were Frederic Gamble, president, AAAA; Paul West, president, ANA; J. Harold Ryan, president, NAB. Robert L. Lusk, Benton & Bowles, vice-chairman, New York AAAA Council, presided.

BMB last week started on the second lap of NAB district meetings by entering two new records on its score card. In Boston, March 5-6, the District 1 meeting set a new high by producing signed contracts from 43 of the 46 stations represented, largest total number of contracts received at any district meeting to date, for a score of 91 percent. In New York, two days later at the District 2 meeting, an all-time low of 33 percent was sustained, with only 12 of the 36 stations attending pledging support of BMB in written form.

Failure of New York broadcasters to accept the BMB plan as enthusiastically as those in other parts of the country was based on the feeling that the New York metropolitan area presents a number of unique problems which are not adequately met by the BMB. Much of this argument stemmed from the survey made by WNEW, whose commercial manager, Walter Duncan, charged the NAB with giving this survey a "brush-off" and with trying to stop the station from publishing its results.

John Hymes and Herman Bess of WNEW, assured Hugh Feltis, BMB president, of the station's support of the basic idea of a standard system of coverage measurement.

Craig Lawrence, manager of WHOM, suggested the large foreign speaking population of New York calls for special handling by BMB. He expressed dissatisfaction with BMB's proposed method for dealing with groups. He asked if a committee of New York City broadcasters could meet with a research committee of BMB to discuss their particular problems.

Research Committee Planned

Mr. Feltis announced the BMB had already decided to appoint a working research committee for the express purpose of dealing with broadcasters with unusual problems. This committee, he said, will be named at the conclusion of the NAB district meetings and will consist of nine members, three representing advertisers, three representing agencies and three representing broadcasters. None of the members of this committee will be a BMB board member, he said.

Fears that distant stations, heard at night by skywave, might show strong coverage in his one-station city under the BMB circulation rating plan, were expressed by Harold Frank, program director, WSLB Ogdensburg. Jaye Mason of WJTN Jamestown, said that one daytime program of an outside station is very popular in his community and that it might rate as high as WJTN under the BMB plan.

Michael M. Sillerman, president, Keystone Broadcasting System, revealed that his company had given the BMB survey several preview tests, using the BMB questions with some additions. In one Texas town, he reported, three of four stations were shown to have more than 50% regular listening, but when the families responding were asked what stations they could hear throughout the year without interference, only the one local station was mentioned.

Another extra question asking why they listened to the stations they reported hearing regularly, Mr. Sillerman said that 57% answered because of clearer signal, 46% said because of better programs and 26% for newscasts. He suggested that a "Why" column be added to the present BMB form.

Silvernail Praises BMB

Following the presentation of the BMB plan by Mr. Feltis, Frank Silvernail, chief timebuyer, BBDO, representing the AAAA, described the great assistance a standard circulation plan would give to timebuyers and urged the adoption of BMB as the only one of many plans presented that the AAAA timebuyers committee had found acceptable. Robert T. Mason, head of WMRN Marion, O., and chairman of the NAB small market stations committee, stressed the value of BMB to low-powered stations in small markets. Milton Rosenberg, adve-tising director, Hearn Departme Stores, told how BMB would ai local as well as national advertise in buying time.

Harry Sedgwick, operator CFRB Toronto, a visitor at th meeting, when called on by Mr. Feltis, said that BBM, the Canadia equivalent of BMB, a year ag went through all the complaints an criticisms that now face BMB an after a year's operation has jus been reaffirmed by Canadian broadcasters. Carl Haverlin, MBS vice-president, hailed BMB as the fourt milestone in the progress of American broadcasting, citing as th other three the formation of NAB in 1923, of the first network i 1926 and of BMI in 1940.

At the Boston meeting, Linnea Nelson, chief timebuyer of J. Walter Thompson Co., New York, represented the AAAA, and Rober Elder, manager of market researc for Lever Bros., the ANA. Pau Morency, general manager, WTI Hartford, was chairman of th meeting, which had the largest percentage of stations in the distric attending of any meeting this year.

Yankee Signs Seven

John Shepard 3d, presiden Yankee Network, signed BMB contracts for seven stations, five AM—WICC Bridgeport, WHTD Hartford, WNAC Boston, WAAB Worcester, WEAN Providence—an two FM—WGTR and WMTW Boston. Other District 1 stations sig ing with BMB include:

Connecticut—WNAB Bridgeport, WTIC WTIC-FM Hartford, WEL WHNC New Haven, WATR WBRY Waterbury. Maine—WABI WLBZ Bangor, WCSH WGAN Portland. Massachusetts — WBZ WCOP WEEI WMEX WORL Boston, WSAR Fall River, WEIM Fitchburg, WHAI Greenfield, WHYN Holyoke, WLAW Lawrence, WLLH Lowell, WBRK Pittsfield, WBZA WMAS WSPR Springfield, WORC WTAG Worcester. New Hampshire—WKNE Keene, WLNH Laconia, WMUR Manchester, WHEB Portsmouth. Rhode Island—WFCI Pawtucket, WJAR WPRO Providence. Vermont—WCAX Burlington.

At the New York meeting, chairmanned by Kolin Hager, general manager, WGY Schenectady, the following District 2 stations were announced as signed for BMB. New Jersey—WFPG Atlantic City. New York—WBNY Buffalo, also Buffalo Broadcasting Corp. for whichever one of its stations is retained, WENY Elmira, WKNY Kingston, WALL Middletown, WGNY Newburg, WABC WJZ New York, WKIP Poughkeepsie, WHEC Rochester, WIBX Utica.

WNEW's study of the NAB circulation plan, (forerunner of the BMB plan) summarized in a 50-

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Crosley's $1,700,000 Plus Offer for WINS Before FCC

FORMAL application for sale of WINS New York by Hearst Radio Inc. to the Crosley Corp., Cincinnati [BROADCASTING, Jan. 22], was filed late last week with the FCC. Consideration is $1,700,000 cash, plus $400,000 in time for Hearst on WINS under a 10-year "cooperative agreement".

Ownership of a New York outlet would "enable assignee to improve broadcasting services in Cincinnati and in the part of the country served by WLW", according to the Crosley petition, filed by Dempsey & Koplovitz, Washington law firm. Crosley plans to exchange programs between WINS and WLW, thereby affording wider variety of entertainment to both the New York and Cincinnati areas, petition recited.

FM, Video Plans

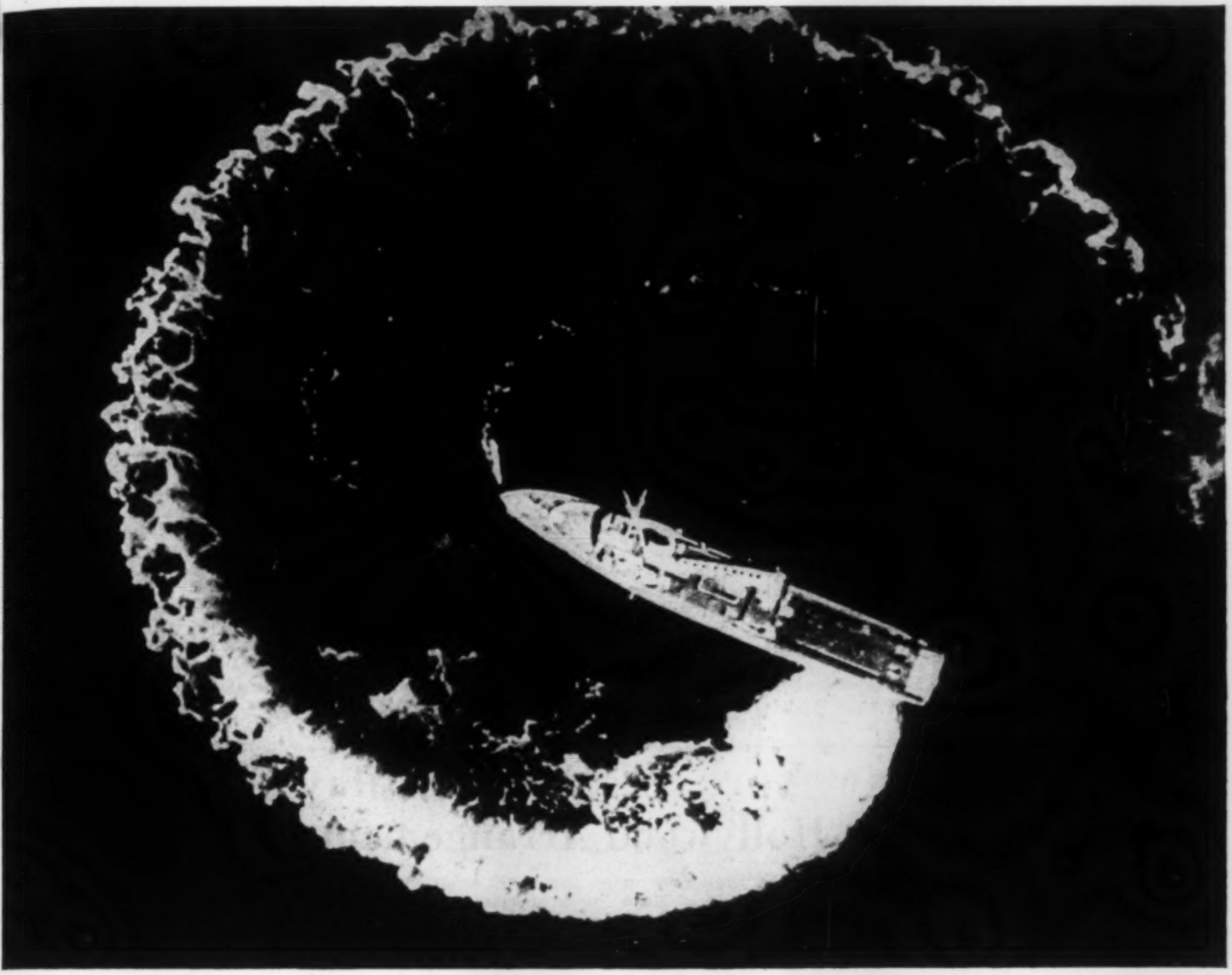
Crosley has on file applications for FM and television stations in Cincinnati, Columbus and Dayton and it is expected similar outlets in New York will be sought offer the FCC approves the WINS transfer.

Hearst Radio gave as reasons for selling WINS its desire to accumulate additional capital for future expansion in FM and television. Its petition was filed by Segal, Smith & Hennessey, also of Washington.

The "cooperative agreement," filed with the FCC, provides that for a period of 10 years Crosley will make available to the Hearst organization a minimum of $400,000 in time on WINS. In return Hearst agrees to "actively furnish local news cooperation, goodwill and any services incidental thereto."

Physical assets of WINS were approximated at $160,000 and although the station grossed approximately $450,000 in 1944, it showed a net loss of $9,000.

Included in the transfer agreement is the stipulation that Hearst assigns its rights under its license to operate WINS on 10 kw unlimited, and "under its construction permit herein". Hearst was granted a construction permit for a 50 kw transmitter, but upon its completion in 1942 the transmitter was taken over by the Government for psychological warfare. Subsequently the FCC granted Hearst an extension of its construction permit with the assurance that as soon as war conditions permit, it will be reinstated. The station operates on 1010 kc.



Eva$ive action

You've seen that phrase many times since the war. It's the action a ship or a plane takes when it tries to get out of the line of fire.

This is something we've never tried at W-I-T-H . . . the successful independent radio station in Baltimore, Maryland.

We've stuck to our programming course . . . and today W-I-T-H in this five-station town delivers more listeners per dollar than any other station in town.

Using the facts as compiled by methods available to every station to determine the best buy . . . W-I-T-H has consistently been placed at the top of budget lists by smart time buyers everywhere.

Those facts are available to you, with pleasure.

W-I-T-H
Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Radio Aids Relief Work in Flood Areas

Lives, Property Being Saved by Timely Advice

By L. C. CHRISTOPHER

STARTING early last week, and increasing in momentum as flood waters of the Mississippi and Ohio rose toward crest, river valley broadcasting stations threw their resources into the battle to save lives and property in a manner reminiscent of the emergency of 1937.

Throughout distressed areas, stations were broadcasting pleas for supplies, volunteer relief and rescue workers and related emergency assistance urgently needed by the American Red Cross disaster units, Coast Guard and Army Engineering Corps. Mobile broadcasting units spotted throughout critical areas augmented standard facilities.

Protective Measures

With only slight precipitation expected for a short period and lower temperatures forecast in the upper river regions, flood crests were reached or expected to be reached in these areas by late last week, according to the U. S. Weather Bureau. Flood crests in the lower Ohio and Mississippi Valleys will be reached between March 15 and 31 if no drastic weather changes occur. The upper northern regions of the rivers and their tributaries continue ice-bound and the cold weather is expected to hold. Central and northern New England and northeast New York will suffer overflows in certain areas should the large stores of ice and snow suddenly melt or excessive rains fall, it was reported.

Dr. Francis W. Reichelderfer, chief of U. S. Weather Bureau, urged all stations in the flood regions which have not already done so, to take measures protecting their facilities as these stations are relied upon to maintain communications when normal channels are disrupted; establish working contact with nearest bureau division offices, and obtain verification for local application of forecasts from respective Weather Bureau river district centers. He asked radio's aid in suppressing rumors.

Relief Services

Colin Herrle, acting administrator of Red Cross disaster relief and civilian war aid, commended the part radio is taking in the emergency. Mr. Herrle pointed to important post-flood service in explaining rehabilitation operations and policies.

WWVA Wheeling reported that format for handling of present flood, which has knocked out numerous war industries from Pittsburgh to Louisville, followed operations of the all-high 1936-37 flood. Through cooperation with Weather Bureau, U. S. Engineers, lockmasters and river departments of large steel corporations factual information and reliable predictions were broadcast, eliminating hysteria marking early flood days of the past. WWVA newsmen also arranged special flood news programs and schedules. Large alarm bell which always has been used during high water to announce broadcast of an emergency bulletin was employed as usual. No serious prolonged interruption in the normal business life of the Wheeling area was forseen.

With Huntington, W. Va. safe behind its 72-ft. flood wall, WSAZ concentrated on airing of bulletins concerning surrounding hard-hit areas. Information for war workers, traffic detours, special train schedules were broadcast along with programs on scene from both boat and airplane.

With thousands homeless in the Cincinnati area and a number of industries disrupted, stations of the Queen City offered around-the-clock service and coverage. WLW on March 6 aired a half-hour roundup picture of the situation with pickups from WCHS Charleston, WPAY Portsmouth and WHAS Louisville. WKRC featured on-the-hour surveys. WCKY offered spot pickups and loaned station's "studio plane" mobile unit to Red Cross for shortwave contacts. WSAI began bulletins March 3 and followed through with airplane and on-scene coverage. WCPO fed programs to WING Dayton, WMOH Hamilton and WIZE Springfield and used mobile unit of WING for spot work when its unit broke down. Work instructions for war plants also were aired. Crest was only 10-ft below '37 all time high.

Louisville Coordination

Under appointment of Mayor Wilson W. Wyatt, Warwick M. Anderson, partner in Doe-Anderson Adv., Louisville, arranged coordination of commercial radio facilities to assist in that area. WAVE WINN WHAS WGRC combined efforts for complete coverage and service. WAVE and WGRC also commented that pre-organization and preparation avoided hysteria prevalent in past floods. The mayor spoke over the stations to give assurance and information. Crest of about 18 ft above flood stage was to be reached last Friday.

The Ohio River was being held from topping the new 62-ft. flood

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New York AFM Local May Ban Hollywood Arrangements

THE NEW YORK local (802) of the American Federation of Musicians may demand that all music performed on the air in the city must be arranged by members of 802, it was learned last week. Such a move would prevent a network, for example, from using an arrangement purchased in Hollywood for a program originating in New York, even though the arranger be a member in good standing of the Hollywood local of the AFM.

Move is said to be a follow-up to a similar ruling instituted by the musicians union in Cincinnati where Oscar Hild, president of the local, in a test case in connection with a program on WLW succeeded in eliminating arrangements made in New York so that all music on the program is now arranged by members of the Cincinnati local.

Local Noncommittal

Queried about Local 802's plans on arrangements, William Feinberg, secretary of the local, declined to discuss the subject, saying only . . . "I have nothing to say on it." James C. Petrillo, AFM president, was reported out of town by the union's national headquarters, where it was said the subject of arrangements had not come up. It was explained that any agreement made by the Cincinnati local with a station in that city would not be upset by the national AFM unless it violated the union's policy.

Questioned about New York, the union spokesman said that as long as no move in New York had been made there was nothing to discuss. He said that no phase of the subject had been referred to the national union to date, and that if such referral did occur the matter would be handled by the union's international executive board.

Flagrant Featherbedding

If policy is followed nationally it will substantially, although needlessly, increase the work of arranger members of the AFM, as most arrangements now are made either in New York or Hollywood. While denouncing it as the most flagrant kind of featherbedding, industry spokesmen admitted the move would be in line with practices of certain other unions.

They cited the case of the New York local (3) of IBEW, which ruled that all connections on switchboard panels installed in New York must be made by members of the local and that panels imported with connections already made could not be installed, even though the work had been done by IBEW members at the place of manufacture. The legality of this ruling is now before the U. S. Supreme Court, after having been upheld in the lower courts as within the legitimate means a union may employ to protect its members.

Butcher PRO Plan Chief With SHAEF

Ralph Will Take Over Pos As Communications Officer

REPORTS reached Washington last week that Capt. Harry C. Butcher, USNR, Naval aide to Gen. Dwight D. Eisenhower, had been named chief of the Planning Branch, SHAEF Public Relations Office, functioning for Supreme Headquarters. Capt. Butcher, it is understood, retains his status as Naval aide to the Supreme Commander.

Since last midsummer, Capt. Butcher had been SHAEF public relations communications officer, with headquarters both in Paris and London. With his elevation to the planning post, his communications duties have been taken over by Lt. Col. Martin N. Ralph of the Signal Corps.

Capt. Butcher is former Washington vice-president of CBS. In June 1942 he was called to active duty as a lieutenant commander, was promoted to commander in May 1943 while abroad with Gen. Eisenhower, and received his promotion to four stripes last October.

Also in the European theatre, attached to SHAEF, is Capt. Butcher's former chief, William S. Paley, on leave as president of CBS. Mr. Paley, chief of Psychological Warfare, OWI, sits in on SHAEF councils and likewise headquarters both in London and on the Continent.

Stephen T. Early, press and radio secretary to the President and a close personal friend of Capt. Butcher, also is temporarily on duty in Europe. He is on special assignment to advise SHAEF on news relations. He had attended the Yalta conference. Mr. Early still holds an Army reserve commission as a lieutenant colonel but is in the European theatre as a civilian.

Overseas address for Mr. Paley and Capt. Butcher is APO 757, c/o Postmaster, New York City.

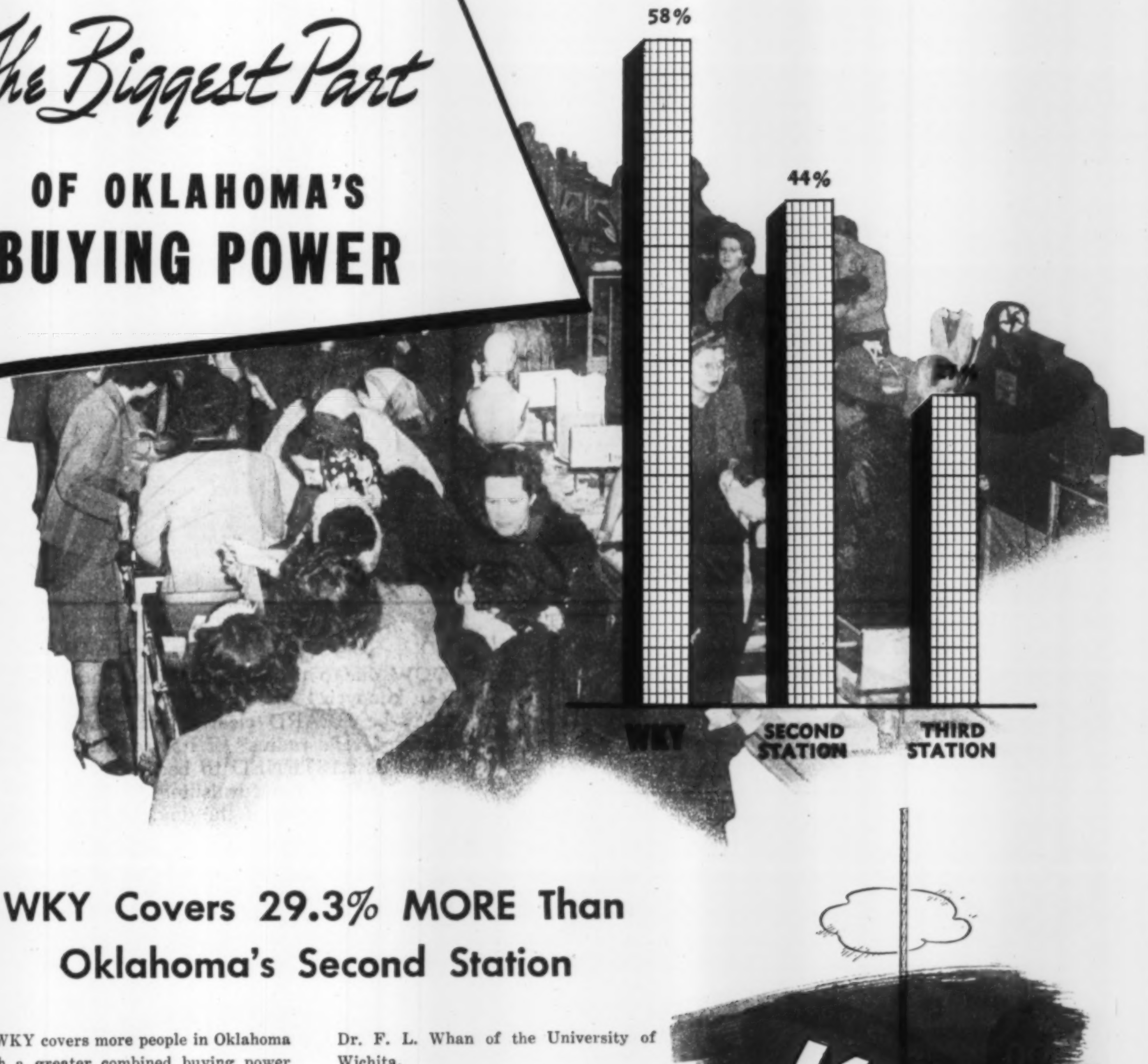
ENGINEERING DEPT. REVAMPED BY BLUE

PREPARING for the postwar era, when the American Broadcasting Co. (Blue Network) plans to erect new buildings in New York and Hollywood and new studios in Chicago, and to install new equipment for FM and television as well as standard broadcasting, Mark Woods, president, has announced a reorganization of the network's engineering department.

Frank Marx, formerly technical advisor, has been made director of general engineering, in charge of the Blue's plans for postwar developments. Ben Adler, facilities engineer, Rene Brugnoni, architect, and Dr. Frank G. Kear, consulting electronic development engineer, will report to Mr. Marx.

George Milne, former chief engineer of the Blue, becomes director of technical operations, with all studio and broadcasting engineers reporting to him. Mr. Milne and Mr. Marx report to Mr. Woods.

WKY Covers *The Biggest Part* OF OKLAHOMA'S BUYING POWER



WKY Covers 29.3% MORE Than Oklahoma's Second Station

● WKY covers more people in Oklahoma with a greater combined buying power than any other station. The primary service area of WKY is the biggest food market, the biggest drug market, the biggest market in Oklahoma for any product. In this same area are the biggest farm incomes in the state which, added together, represent 65.2% of the state's total gross farm income.

WKY covers this area as no other station can. This has been proved many times over, but most recently by the impartial statewide study conducted by Dr. F. L. Whan of the University of Wichita.

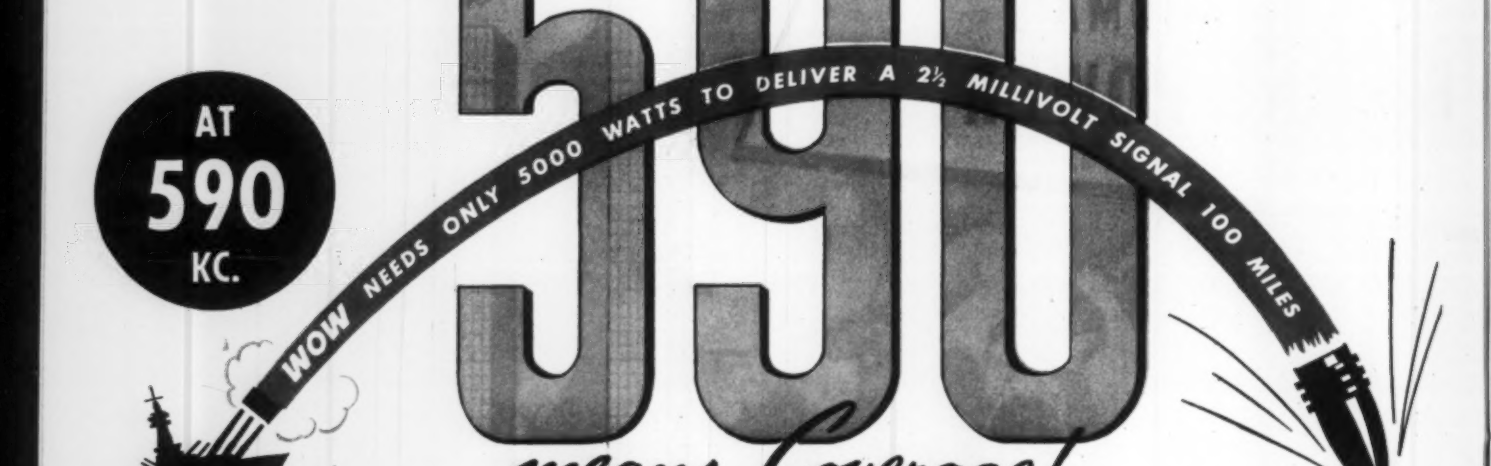
This study, furthermore, proved that WKY not only *covers* the biggest part of Oklahoma, but *delivers* it, too. WKY, in this area, is by far the most listened-to station in the state.

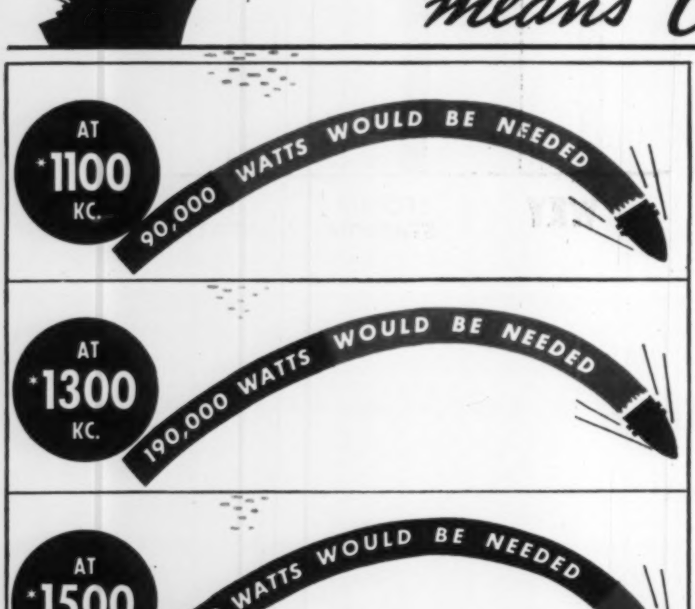
Advertising on WKY reaches more people in Oklahoma with more buying power more of the time and makes more sales than on any other station. Advertising on WKY is doing this every day; has been doing it for a long, long time; and will continue to do it in the future.

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SURE AS SHOOTIN'...


AT 590 KC.
WOW NEEDS ONLY 5000 WATTS TO DELIVER A 2½ MILLIVOLT SIGNAL 100 MILES
590
means Coverage!


AT *1100 KC.
90,000 WATTS WOULD BE NEEDED
AT *1300 KC.
190,000 WATTS WOULD BE NEEDED
AT *1500 KC.
420,000 WATTS WOULD BE NEEDED

WOW, due to its nearly ideal frequency of 590 kilocycles, used with 5,000 watts, CAN be HEARD clearly within a one hundred mile radius* of its transmitter. WOW is LISTENED to because it is a basic NBC station, furnishing the top radio entertainment of the day, supported by first-class local features and NEWS. These are reasons why WOW gives you the BIGGEST AUDIENCE an advertising dollar will buy in the Omaha trade territory.

IT'S A FACT....

The chart above, based on computations by competent radio engineers, shows how much MORE power is needed to lay down a 2½* millivolt signal 100 miles at frequencies higher than 590 kilocycles. The frequencies shown are approximately those of other full-time stations in the Omaha area.

*WOW's ½-millivolt contour actually reaches out nearly 200 miles!

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L MGR
JOHN BLAIR & CO., REPRESENTATIVES

1876 George Henry Payne 1945

GEORGE HENRY PAYNE, whose nine-year tenure on the FCC was fraught with controversy, died March 3 in New York of a heart ailment. He was 68 and for the last year had been with Finch Telecommunications Inc. as vice-president and a director.

Mr. Payne

Mr. Payne died at the home of his daughter, Mrs. Virginia Payne Ahrens, in Hollis, Queens. Besides his daughter, he leaves two grandchildren, Richard, 12, and Marion Ahrens, 5. Funeral services were held Tuesday in a chapel of New York's Cathedral of St. John the Divine. Interment was at Islip, Long Island, where Mr. Payne maintained his home.

Fifty friends and relatives attended the services, conducted by the Rev. James Green, Canon Precentor of the Cathedral. Among those at the service were former Postmaster Gen. James A. Farley; James Cromwell, Arthur Batcheller, representing the commissioners of the FCC; Dr. James L. Bradford, president of Finch Telecommunications Inc.; George LeBrun, secretary of the Chief Medical Examiner's Office when Mr. Payne was Tax Commissioner; William A. Orr, who was secretary to former Gov. Charles S. Whitman; Archibald R. Watson, New York County Clerk, and Paul Bailey, publisher of the *Long Island Forum*.

Appointed to the original FCC in July 1934, upon its creation, Mr. Payne was a storm center virtually during his entire stewardship. When his last term expired in June 1943, President Roosevelt renominated him for another seven-year term. Within 24 hours, however, the President, without explanation, withdrew the nomination. It has remained a mystery since.

A native New Yorker, Mr. Payne had been active in progressive Republican politics. He was a City Tax Commissioner in New York City from 1916 until 1933. He became active in politics in 1906 and in 1908 unsuccessfully ran for the State Assembly. In 1912 he was one of the New York managers for the Theodore Roosevelt presidential campaign and was floor manager for Gen. Leonard Wood at the Republican convention in 1920. In that year he opposed James W. Wadsworth for the Republican nomination for U. S. Senator, but was defeated.

George Henry Payne was born in New York on Aug. 13, 1876 and attended City College for three years, later studying at the College of Pharmacy. He was a special student at New York Law University. His first adventure in journalism was in 1893, with the Long Beach (N. J.) *Summer Season*. In 1895-96 he was with the *Gothamite* and from 1896 to 1899 he was associate editor of the *Criterion Magazine*. The next year he was with the *Commercial Advertiser* and from 1903 until 1907 was music and drama critic of the *New York Evening Telegram*. From 1909 until 1912 he was a political reporter for the *New York Evening Post*.

Mr. Payne left the *Evening Post* in 1912, after writing "The Birth of the New Party," a study of the origins of the progressive movement of that period. Other books bearing his name were "England—Her Treatment of America"; "A History of Journalism in America" and "A History of the Child in Human Progress."

When Mr. Payne was appointed to the original FCC, it was divided into divisions. He became a member of the Telegraph Division but aroused considerable controversy by commenting on broadcasting matters.

Promotion Award Goes To Elizabeth Giles

FIRST PRIZE of $250 in cash has been given to Elizabeth Giles, director of publicity and promotion KTOK Oklahoma City in the Elgin National Watch Co.'s recent station promotion contest with Freling Foster, on the Blue Network.

Eleven prizes were awarded. Second prize-winner was R. E. Bausman, business manager, WISH Indianapolis. Ralph Kanna, manager WHTD Hartford, Conn., won third prize. Other prize-winners were Glenn Horton, director of publicity and promotion, KXYZ Houston, Tex.; Ted Oberfelder, director of publicity and promotion, WFIL Philadelphia; Ewald Kockritz, director of publicity and promotion, WAGA Atlanta, Ga.; Polly Daffron, director of publicity and promotion, WRNL Richmond, Va.; Jean Harraday, director of publicity and promotion, KSCJ Sioux City, Ia.; Elizabeth Gahre, director of publicity and promotion, KXEL Waterloo, Ia.; Irene Ginther, director of publicity and promotion, WJIM Lansing, Mich., and Jimmy Lawrence, director of publicity and promotion, KUTA Salt Lake City.

Radio Successful

RADIO has been used increasingly by Elgin National Watch Co. to do a wartime advertising job, according to Gordon Howard, advertising manager. "We are continuing consumer magazine schedules on a somewhat diminished scale due to the shortage of Elgin," Mr. Howard said.

Continuing, the advertising man explained that radio has proved well-suited to tell Elgin's part in the war production drive. He pointed to the two-hour holiday shows over CBS on Thanksgiving and Christmas saying that the firm believes they have created "the sort of goodwill for Elgin that endures".

Currently Elgin presents *Keep Up With the World* with Freling Foster on the Blue Network.

Iodent Names Jones

IODENT CHEMICAL Co., Detroit (dentifrices, Liqwid Center Cough Drops) has appointed Duane Jones Co., New York as agency. Company has used spot radio in the past, and the medium is being considered along with newspapers, magazines and car cards, for future plans.

That Extra Touch!

Without, it's just another uninteresting sandwich; **With,** it's a famous American institution—the "Hotdog!"

We refer to the mustard!

And that's exactly the way it is with our business that has to do with public interest, convenience and necessity. Without the highly specialized skill that gets **TO** rather than **AT** people, it's just broadcasting; with that extra touch, it's live, warm, human service to the people of America that's "hotdog" all the way.

It's that extra know-how touch at WWVA that made this advertiser's comment possible:

> ***"It would be unbelievable to the average layman, and even to many experienced advertising men, that one station could secure 88,837 customers for one firm."***

It's the Extra WWVA Touch!

——ASK A JOHN BLAIR MAN——

Basic Blue Network

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS

WHEELING, WEST VA.

FORT INDUSTRY STATION

REGISTER
REGISTER

When you stop at the same hotel year after year the accomodations must be good!

When scores of smart advertisers use the same station to sell their merchandise year after year—as scores of WIP advertisers do—the "register" *must* ring at a merry clip!

Yes—there are a *few* availabilities but they're being snapped up quickly. Better register now!

3rd MARKET
5000 WATT
MUTUAL AFFILIATE

PHILADELPHIA'S PIONEER VOICE
WIP
24 HOURS EVERY DAY

Represented Nationally by GEO. P. HOLLINGBERY CO.

Radio Sabotage By Germans Told

French Video Experts Report On Radio in France Today

THE RETREATING German army sabotaged all French broadcasting stations except the one at Limoges and a few small ones, reducing the overall power of the French network from about 3,000 kw the beginning of last August to about 115 kw, or 4%, Pierre Schaeffer and Pierre Garrigues of Radiodiffusion Francaise told a press conference in New York last Monday.

When the German retreat began, the French radio system comprised 11 stations of more than 100 kw power, 12 stations between 20 and 100 kw, and 13 low-powered stations. Before it ended the 100 kw station at Limoge and a few small ones were all that were left.

Now 300 kw

Improvised installations have raised the total broadcasting power to about 300 kw, but lack of material and of transportation makes rapid restoration of French broadcasting impossible today, according to the presentatives of the French Government broadcasting operation, which today controls all broadcasting in France.

Coming to the United States to survey American radio and television, M. Schaeffer, in charge of French broadcasting services since the Liberation, and M. Garrigues, chief of the special program bureau for French television, also aim to explore all means for establishing a program exchange between this country and France. They brought with them about 16 hours of recordings, including documentary reports of the liberation of Paris, some unpublished contemporary French music and a number of experimental radio montages. They hope to record a number of programs during their stay to give the French public an idea of American life as reported by Americans.

Regarding French television, M. Garrigues reported that the image of the 1050-line television, as shown in laboratory demonstrations, is "beautiful, just like a photograph". Telecasts from France's only video station at the Eiffel Tower are still on the old 450-line standard, he said.

WTAM Realignment

REALIGNMENT of the promotion and public relations departments of WTAM Cleveland for postwar expansion, has been ordered by Vernon H. Pribble, NBC divisional manager. Howard Barton, formerly of the advertising firms, McCann-Erickson, New York, and Fuller & Smith & Ross, Cleveland, will be in charge of expansion of the public relations department. At the same time promotion was announced of two veteran WTAM employes; H. L. Gallagher to the position of sales manager and R. G. Carter as assistant sales manager.

DANIEL W. GELLERUP, who has been with the Bureau of Ships, U. S. Navy, since August 1943, will return to WTMJ-WMFM Milwaukee on March 15 as broadcast technical supervisor. He will be responsible for audio operations, equipment and personnel at Radio City. Phillip B. Laeser will continue responsible for FM and television transmitters and development operations as FM-television engineering supervisor. William Hebel will continue as WTMJ transmitter supervisor.

Presto Identification Response Is Favorable

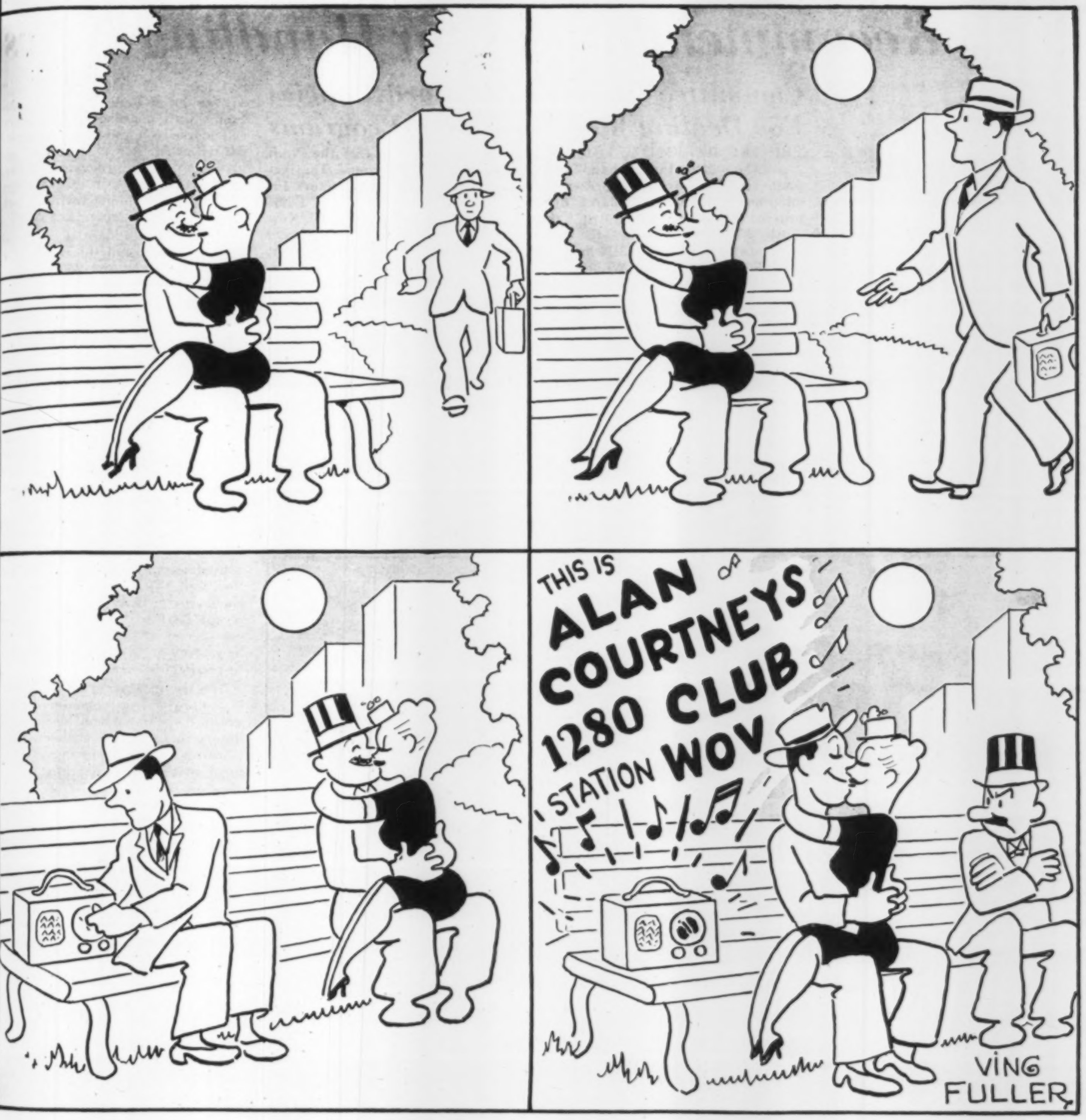
PRESTO Recording Corp., New York, has received favorable response from four out of every five stations to its proposal that Presto transcriptions be credited as such on the air. Responding to a letter sent to all stations of 5,000 w or more, 300-400 outlets to date have indicated acceptance.

The plan would not be put into operation on a national basis until normal production has been resumed. In the meantime, Presto plans to introduce the credits in several of the major markets, including Chicago, Detroit, Hollywood, San Francisco and Washington. In New York, the credits have been on the air for the last four weeks on WHN, under a contract calling for 12 mentions daily. Presto is considering the possibility of arranging dealer tie-ins, with dealers co-sponsoring the credits, including mention of their own stores. Agency is M. H. Hackett & Co.

TO UTILIZE manpower more efficiently, KSRO Santa Rosa, Cal., has completely remodeled its transmitter building, installing sound-proofing and separate ventilating systems for the operating room and transmitter.

DOING A
DOUBLE
JOB
IN THE MAGIC
VALLEY

KTFI
TWIN FALLS · IDAHO


THIS IS ALAN COURTNEYS 1280 CLUB STATION WOV
VING FULLER

LARGEST METROPOLITAN EVENING AUDIENCE OF ANY NEW YORK INDEPENDENT STATION . . .

BETWEEN the Hooper Hours of 7:30 and 10:00 p.m., Monday through Saturday, Alan Courtney's fast moving, recorded "1280 Club" program delivers the largest average audience listening to any New York Independent station . . . and at the lowest cost per listener. The Big Town's popular disc jockey has developed a diversified, musical show, packed with special features and with extraordinary listener appeal . . . an appeal that resulted in a 25% audience increase in 1944 over the previous year. A limited number of participating periods are available, three or six nights a week.

Ralph N. Weil, General Manager • John E. Pearson Co., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

NAB Recommendations for Handling News

Committee Proposes Standard Policies For Dealing With Sponsored Programs

PRINTED HEREWITH, in full, are the recommendations of the NAB News Committee for the handling of sponsored news programs. The recommendations have been presented to the NAB Board of Directors for adoption. They were prepared by the following members of the Committee: Karl Koerper, KMBC, chairman; William Brooks, NBC New York; H. K. Carpenter, WHK Cleveland; Rex G. Howell, KFXJ Grand Junction; L. Spencer Mitchell, WDAE Tampa; E. R. Vadebonoeur, WSYR Syracuse; Paul White, CBS New York.

In a letter accompanying the recommendations, Mr. Koerper said in part: "The statement . . . is admittedly one which fails to go to the roots of the matter. The 'roots' are whether it is in the public interest to deny broadcast facilities to all sellers and/or manufacturers of patent medicines, to the most obnoxious or to none at all. . . . Of this we are certain: If the industry fails to judge the type of sponsorship of news programs with the same considerations of good taste and seriousness which govern the preparation and presentation of the news, the public in due course, will take matters in its own hands."

IN THE LIGHT of the industry's obligation to the public is every type of business acceptable for sponsoring the news?

It is our belief, that to a greater extent than is the case with any other type of radio program, the type of sponsorship must be given careful consideration. What might be acceptable sponsorship for one type of program might very well be questionable sponsorship for a news program.

It is suggested in all sincerity that the type of sponsorship of news programs be determined with the same judgment of good taste and seriousness which governs the preparation and presentation of the news itself.

Copy, and Length of Commercials

It is felt that better overall service would result if commercial copy of news programs would "flow" like news copy, itself. It should be prepared in a simple, clear, concise and straightforward manner to match good news writing. The commercial message should be live copy; the use of the transcribed musical jingle and other novelty types should be discouraged with the idea of ultimate elimination.

Length of the commercial in news programs should be severely limited with particular attention given to shortening the opening. After specifying limitations in the NAB Code (April 28, 1943), the Code Committee recommended "further restrictions by individual stations' so far as five-minute news programs were concerned. This policy is endorsed by the News Committee with "further restrictions" applying to news programs of five, 10 and 15 minutes in length. Short commercials build good will for both sponsor and station.

Simply as a guide it is suggested that stations think in terms of a maximum of 150 and 250 words of commercial, respectively, for five and 10-minute news programs, these figures to include open and close.

Stations which may sell three one-minute commercials to three different sponsors, in an "unsponsored" five-minute news program, are violating the NAB Code as amended April 28, 1943. Such practice is also inconsistent with News Committee recommendations. On five-minute shows a short open and close is an ideal arrangement.

Sponsor's Message

Commercial sponsor identification and the commercial message should in no way be made an integral part of the news. Sponsor message should not use tie-ins with news copy or other artificial devices to attract listeners' attention.

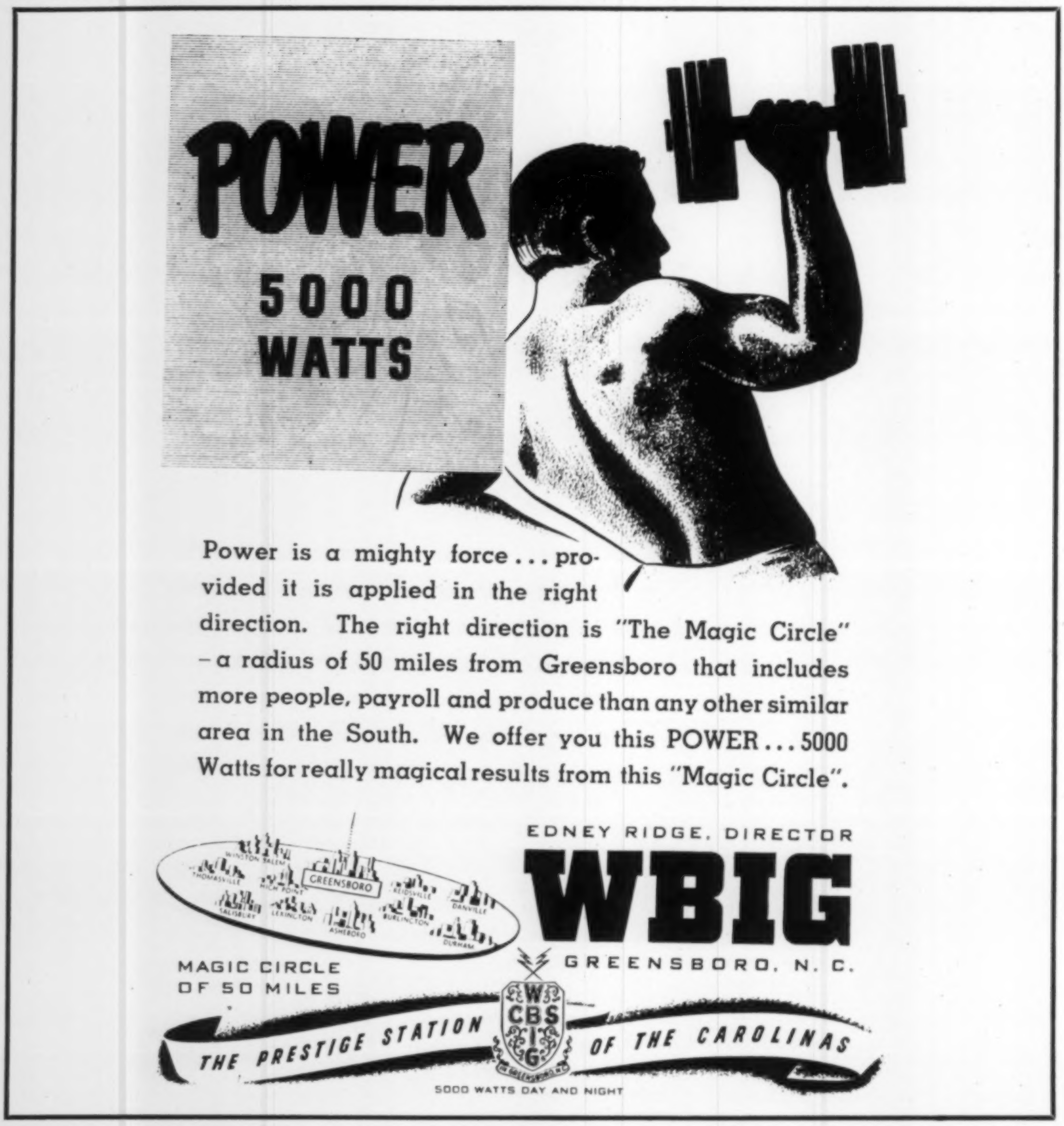
The use of a separate announcer is helpful when commercials are given. This is not considered mandatory as long as a clear-cut identification of the commercial segment of the broadcast is given.

Commercials in News Programs

In common practice there are variations, predicated on local conditions, as to whether news commercials are given before, after or within newscasts. The manner in which the commercial is placed is more important than mere mechanical arrangement. The position of a commercial with respect to its proximity to certain subject matter of the news is of utmost importance, particularly in wartime.

When placed within the newscast, the commercial may be delivered at the conclusion of any item, but there should always be a clean cut line of demarcation between the news and commercial copy. An individual news story should never be interrupted for the sponsor's message. It is equally important to guard against improper placement from the standpoint of the nature of the news immediately preceding the commercial. For example: the commercial should not immediately follow reports of casualties, ship sinkings, domestic disasters, etc.

The number of stations reporting elimination of middle commercials is increasing. A station which embarked on such a policy reports that its news sponsors are now adhering



Power is a mighty force . . . provided it is applied in the right direction. The right direction is "The Magic Circle" – a radius of 50 miles from Greensboro that includes more people, payroll and produce than any other similar area in the South. We offer you this POWER . . . 5000 Watts for really magical results from this "Magic Circle".

EDNEY RIDGE, DIRECTOR

WBIG

GREENSBORO, N. C.

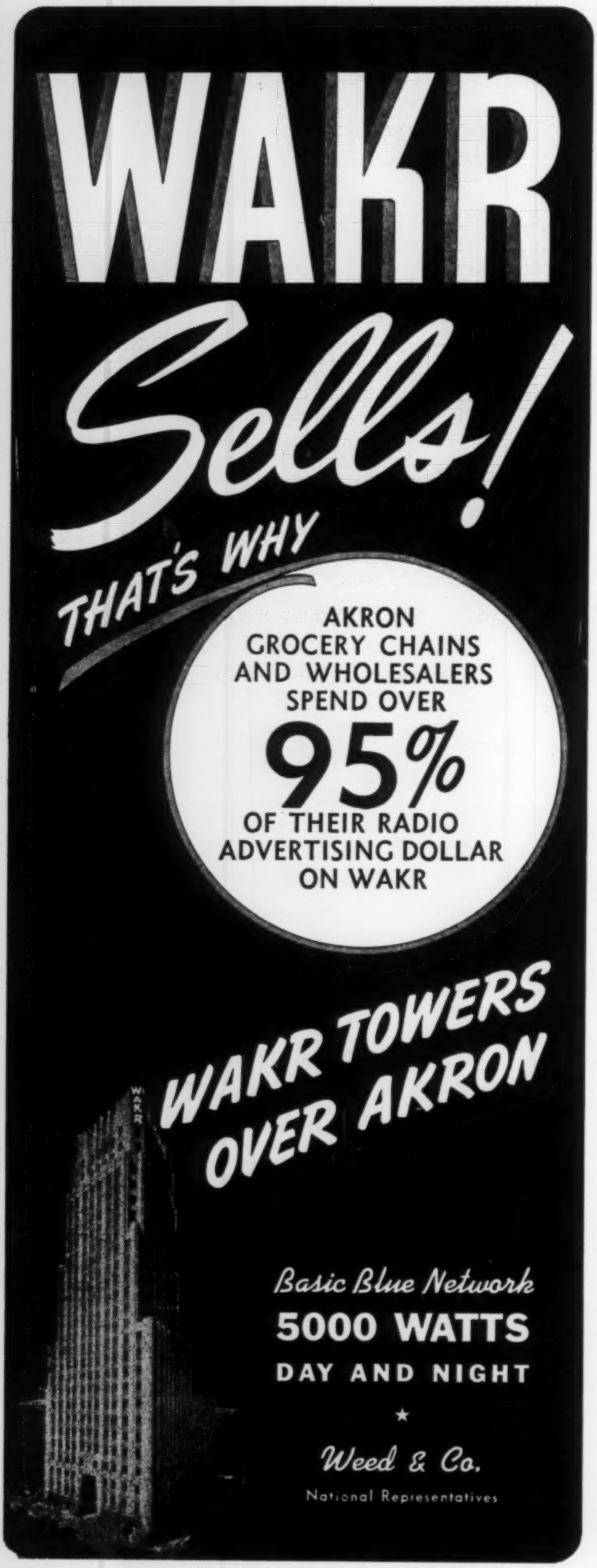
On time with the right time—in the offices of time buyers from coast-to-coast—that's one reason Weed & Company keeps a steady flow of signed contracts in the mail of Weed-represented stations.

With time as its full-time business, Weed & Company loses no time in keeping "Nationally Represented by Weed & Company" a letterhead that means "time will sell"—when handled through Weed.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD


WAKR
Sells!
THAT'S WHY
AKRON GROCERY CHAINS AND WHOLESALERS SPEND OVER 95% OF THEIR RADIO ADVERTISING DOLLAR ON WAKR
WAKR TOWERS OVER AKRON
Basic Blue Network
5000 WATTS
DAY AND NIGHT
★
Weed & Co.
National Representatives

to this plan and are finding it completely successful.

Commentators, News Analysts

Describing staff announcers and other personnel as "commentators" or "news analysts", unless such announcers or other personnel are, in fact, qualified to write and deliver legitimate news commentaries or analyses, should be eliminated. Long continued, such practice would tend to break down the public's confidence in the integrity of news broadcasts.

It is urged that all prepared commentaries, analyses or other news features, furnished by news wires or other sources, be unmistakably identified as to source, as a simple matter of honesty and information. For example: "Here is John Smith with a news commentary by Global News." The News Committee urges credits so full and frank that there can be no doubt as to whether a commentary or analysis is actually written by the speaker, or whether it is prepared by some other plainly identified source and merely delivered by him.

Identification of Sources

In peace or war it is indispensable to accuracy and clarity to identify fully the source of all news (particularly unconfirmed reports) even at the expense of a few extra words. For example: "The Russian armies today reached a point 150 miles from Berlin, the Berlin Radio announced this afternoon in a broadcast which has not been confirmed by Moscow."

Identification should always be specific and complete since this very identification of the source may be a major factor in evaluating the news it gives out. (Although most stations and the networks already follow the above principles, there are some stations which in the past have not exercised care in these respects, and it is to them that these recommendations are directed.)

News Editor Sole Judge

The NAB News Committee reaffirms the principle of presenting as completely as possible, within the time limitations of news broadcasts, an unbiased and factual account of events as they occur in the world, in the nation and in the locality of the station originating the news program. In order to insure an accurate and impartial presentation of news, station management must exercise unusual care in the selection of a radio news editor. He must be competent and capable of accepting full responsibility for the content of all news programs and such content must continue to be based entirely on his judgment, without interference by sponsor or any outside agent. Continued vigilance against any relaxation of this policy is urged.

Expansion of News Service

From the standpoint of local news reporting, it is recommended that stations study the possibility of their coverage in this field. Undoubtedly local material will form an ever-increasing part of news broadcasts after the war. Opportunities for added public service are manifold in this phase of news reporting.

Air Sales

TRANSPORTATION trials and tribulations are not troublesome for Charlie Compton, salesman of George P. Hollingbery Co., Chicago rep., who trial-flew his own plane to call on an Indianapolis agency last week. Trip proved so successful that Charlie plans to make all his future business jaunts by flying his personal plane.

Battle Area Service

PRESS WIRELESS Inc., is now transmitting radiophotos from the European battle area over one of its 400 w mobile transmitters, which also carries radio telegraph and radiotelephone service, it was announced last week. According to Press Wireless, this is the first time trans-Atlantic radiophotoservice has been available from a battle area over a commercial 400-watt transmitter.

Coffee Campaign

PAN-AMERICAN COFFEE BUREAU, New York, has resumed spot radio, in its institutional campaign for coffee, with 45 stations. Continuing promotion of "coffee as the all-American drink" with educational theme based on coffee-making methods, schedule is comprised mainly of participations on home economics programs. Drive started Feb. 19 for 13 weeks, and is expected to continue through the summer.

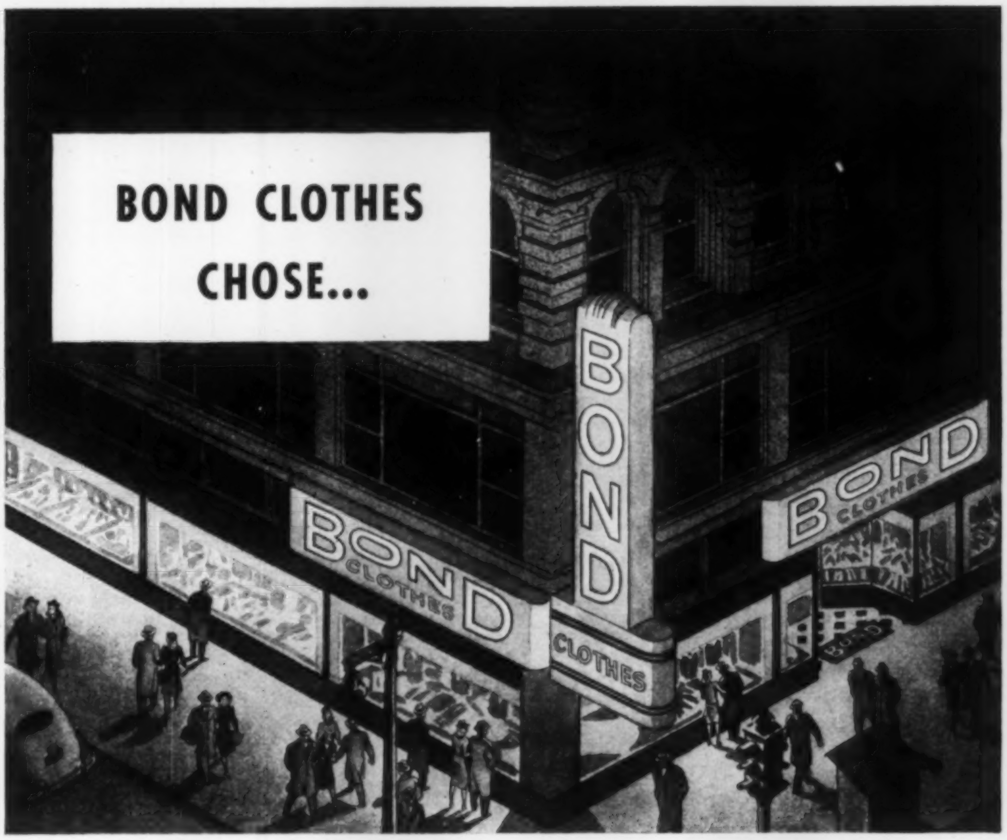
AP for India

RADIO stations and newspapers in India will be served by the Associated Press it has been announced by AP New York offices. The service will be wirelessed from London to Bombay where it will be distributed by Indian telegraph. The report averages 4,000 words daily and will be expanded as required. Preston Grover is chief of bureau for India and China.

SCREEN VERSION of NBC *People Are Funny*, will be produced by Pine-Thomas Production.

Up 'n OVER with
CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA · MONTANA

BOND CLOTHES CHOSE...



...WMAQ at 11:00 PM

The Bond Clothes Company, manufacturers and retailers of popular priced clothes, wanted to reach the vast Chicagoland market with a message about the value and quality of their wearing apparel. They wanted to reach the 2,855,700 families in this area who spend over $3,500,000,000 annually.

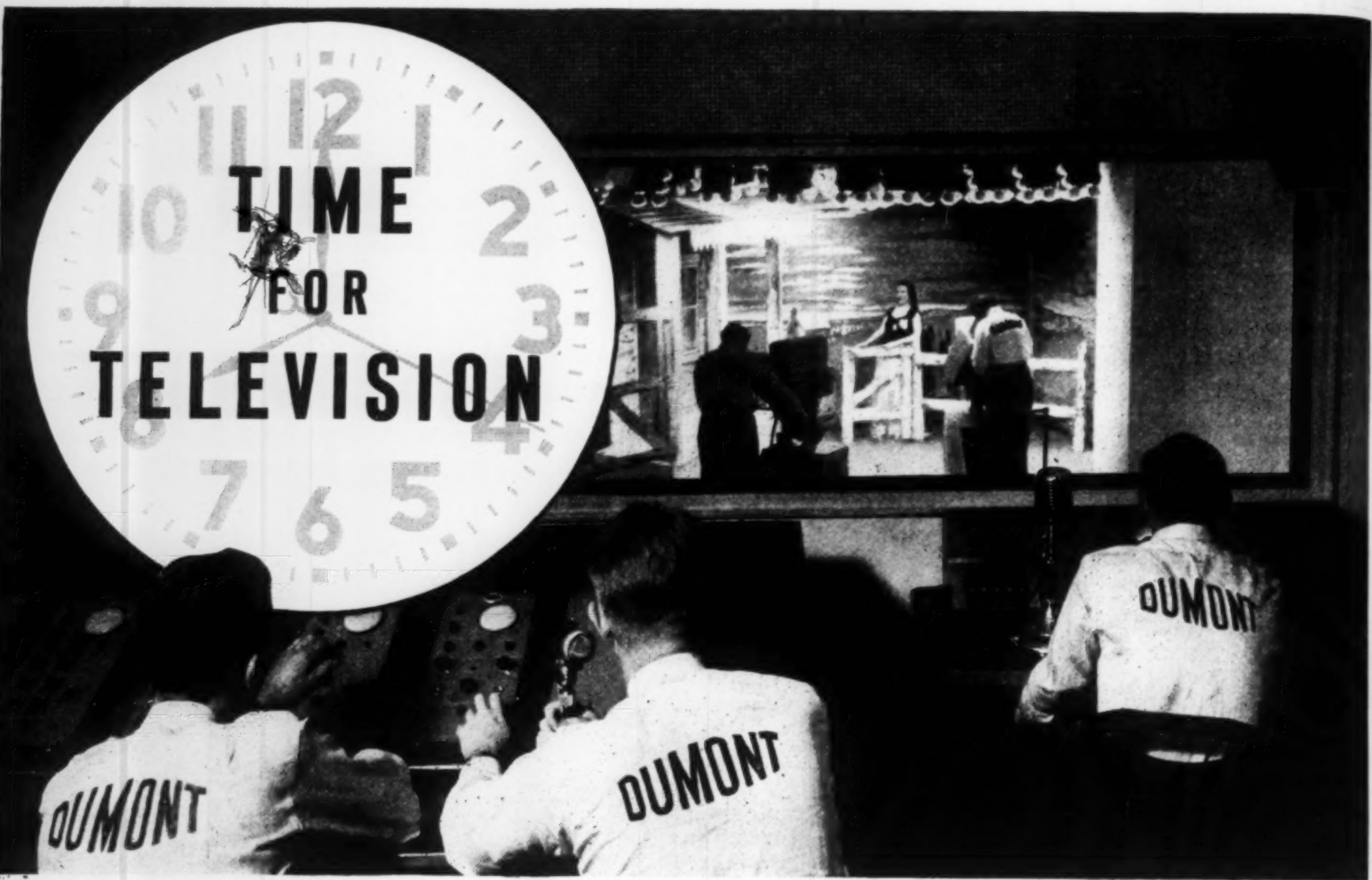
Bond Clothes, being astute advertisers, checked the listening habits of the late evening radio audience to discover what station would give them the largest possible audience. The result—WMAQ—the Chicago station most people listen to most. Bond sponsors Don Elder with up-to-the-minute news from 11:00 to 11:15 at night, Monday through Sunday.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

FIRST in CHICAGO
WMAQ
NBC
50,000 watts
Represented by NBC Spot Sales

The Chicago station most people listen to most

670 ON YOUR DIAL



Uncertainty over the postwar course of Television has been swept away by the recent decision of the Federal Communications Commission. A great new merchandising medium now waits only for the green light of Victory.

Alert advertisers and advertising agencies are exploring Television's mass sales potential *now* through experimental commercial programs . . . are acquiring skill, subtlety and showmanship in the use of visual appeals to small home groups.

For the past two years, DuMont's pioneer television station, WABD New York, has shared its facilities and experience without charge. Experimentation today, in consequence, is inexpensive. After the war, rate cards as well as charges for rehearsal periods will be the usual thing. While Television marks time, you have a once-in-a-lifetime opportunity.

A visit to Station WABD is an excellent way to begin. Why not telephone our Guest Relations Department for an appointment.

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, NEW JERSEY. TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

Copyright 1945, Allen B. DuMont Laboratories, Inc.

DUMONT
TELEVISION
STATION WABD

Brooks Hopes for Peace Meet Coverage Like That on '44 Political Conventions

"I HOPE that NBC can cover the peace conference, when it occurs, in much the same way as we covered the 1944 political conventions," William F. Brooks, NBC's director of news and special events, said last week upon his return from a five-week tour of the Western Front.

First network news chief to visit the European as well as the Pacific battle area, Mr. Brooks lauded the tremendous job the U. S. Army and commercial radio interests have done. "I found deep appreciation on the part of every Army officer to whom I talked," he said.

Talked to Generals

Visiting most of the fighting fronts of France and Belgium as well as London and Paris, Mr. Brooks conferred on radio problems with Generals George Patton, Omar N. Bradley, Jacob N. Devers, Carl Spaatz, Tristram Tupper and Frank U. Allen; also with Navy Captain Harry Butcher, former CBS vice-president who is now aide to General Dwight D. Eisenhower.

Mr. Brooks' escort was Lt. Col. Howard Nussbaum, former member of NBC's production staff. At Radio Luxembourg, where he cut his broadcast to NBC a minute short when bombs began falling around the studio, he met William Burke (Skeets) Miller, formerly manager of NBC's public service department, now in charge of foreign language propaganda broadcasts to Germany and Austria for Radio Luxembourg.

Meets Radio People

Other radio people he met included Capt. Robert Hibbard, formerly of WGN Chicago, now in charge of the military transmitter of the Third Army Group, and Maj. James T. Quirk, previously of WFIL Philadelphia and currently public relations radio officer of the Third Army Group.

While in London, Mr. Brooks conferred with Brendan Bracken, British Minister of Information, and W. J. Haley, director general of the BBC.

NBC's London office, headed by Stanley Richardson, is moving into a building recently leased by RCA at 43 Berkeley Square, Mr. Brooks reported. Chester Morrison, who has been in Paris, has been transferred to London and Edwin Haaker from London to the Sixth Army.

Other changes in the European Theatre include transfer of Paul Archinard from Bern, Switzerland, to head the network's Paris office in the Hotel Scribe, and the appointment of Tom Hawkins, formerly of AP, to succeed him in Bern. Roy Porter, former NBC correspondent in Chungking, will join the Paris staff, where John Morrisey, NBC engineer, is also stationed. John MacVane will be with the U. S. First Army and David Anderson continues to cover the Ninth Army. Bjorn Bjornson also continues to broadcast for NBC from Stockholm.

George Thomas Folster, who covered the Luzon campaign for NBC, is returning home and Merrill Mueller, who covered SHAEF for NBC, is going into the Pacific area.

Cupid Gets Break

TRANSFER of NBC Correspondent Chester Morrison from Paris to London reunites him with his English bride for the first time since their wedding day, about a year ago in Cairo. A few hours after the ceremony Morrison received instructions to go immediately to Algiers and the couple has been separated ever since.

Kraft Advertising Plan Will Emphasize Radio

RADIO commercials will be closely integrated with magazine and newspaper copy for maximum advertising impact in Kraft Cheese Company's plans for its 25th consecutive year of national advertising, it was announced last week by John H. Platt, Kraft director of advertising and public relations.

Mr. Platt

Advertising for Kraft's food products will have a threefold purpose: to continue sale of available products to civilian consumers, to hold company's valued trade and consumer franchise, and to cooperate with the government in war drives. Additional radio promotion is planned later in the year for Kraft Mustards, featured recently in "tag spots" on *Kraft Music Hall* and *The Great Gildersleeve* programs. J. Walter Thompson Co. and Needham, Louis and Brorby, Chicago, are agencies for Kraft.

Provincial Plan

PROVINCIAL government of Quebec, through a bill introduced by Premier M. Duplessis, plans to create a provincial broadcasting system, it was learned last week. It is understood that the proposed move results from a complaint by Premier Duplessis that the CBC would not allow him to broadcast. A similar attempt to set up a provincial broadcasting system, outside Ottawa's jurisdiction, was tried many years ago by the government of former Premier L. A. Tashereau, but was ruled *ultra-vires* of provincial jurisdiction by the Privy Council at London, England.

AN INVITATION to hold the 1946 convention of the Canadian Assn. of Broadcasters at Winnipeg, was made to the CAB board of directors following the Quebec convention, by Gerry Gaetz, manager of CKRC Winnipeg.

Bought any Pork lately?

THERE'S a bright side to today's prices for ham, bacon and chops. It's creating a whale of an eager market for your product in the WIBW area. Predominantly agricultural, our listeners are raising and selling hogs by the trainload.

WIBW BRINGS HOME THE BACON

Whether that "bacon" be sales, distribution, mail response, or product preference, WIBW can be counted on to bring it home for its advertisers—just like it *has* been doing for almost two decades. Here's why! WIBW is the dominating mass-circulation medium for Kansas and adjoining states.

WIBW IN TOPEKA *"The Voice of Kansas"*
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

It happened on NBC

In the Beginning . . .

SEPTEMBER 27, 1938

Pepsodent launched a new program on 55 NBC stations, coast to coast. The star was Bob Hope, a personable young entertainer with a solid background of stage and radio experience.

OCTOBER 11, 1938

The new Bob Hope Show received an opening Hooper Rating of 13.3—not bad for a new star in a new program.

AUDIENCE—1938

During his first season on the air, Bob Hope reached an estimated weekly audience of 3,000,000 families.

▶ The moral of these figures is that Hope grew up on NBC. In six short years—all under the astute sponsorship of the Pepsodent Company—Hope grew from a moderately well-known performer to one of the world's greatest entertainers and favorite personality of millions. Here is striking proof that *good* programs have a better chance of catching on and becoming *great* programs when they are

(*The Story of Bob Hope*) NO. 1 OF A SERIES

Six Years Later . . .

Bob Hope is heard on 126 NBC stations, coast to coast, Maine to Mexico, and short-waved to American troops all over the world.

FEBRUARY 19, 1944

The Bob Hope Program hit an all-time peak Hooper rating of 40.9—the highest Hooper rating ever earned by a half-hour program.

OCTOBER, 1944—JANUARY, 1945

Bob Hope earned an average rating of 31.0—the highest Hooper-rated program on the air.

AUDIENCE—1945

Today, Bob Hope reaches an estimated weekly audience of 11,000,000 families.

heard on NBC. A man is known by the company he keeps. NBC gives its programs the best in radio: the finest network facilities—identification with the greatest shows on the air—and the greatest listening audience in the world.

It stands to reason that a good show, given these NBC facilities and association, has every chance to grow into a great show—an NBC show.

National Broadcasting Company

America's Number 1 Network

NBC

A Service of Radio Corporation of America

XUM

AFM Taking NABET Fight to Courts

Net Letters Constitute Contracts, Declares Petrillo Counsel

THE AMERICAN Federation of Musicians, through its counsel, Joseph A. Padway, told the National Labor Relations Board last week that it will exhaust every remedy it can find through the courts to "upset the certification of NABET" as the bargaining unit for platter-turners regardless of any order the Board may issue.

During brief but at times heated oral arguments on the complaint case instituted by the Board against the NBC and Blue Networks for refusal to bargain with NABET, Mr. Padway insisted the networks had given contracts for platter-turning functions to AFM and that letters agreeing to the AFM demand for this work have the legal status of contracts.

An emphatic position on pressures applied by James C. Petrillo, AFM president, against the networks to prevent them from recognizing the NLRB certification of NABET was taken by Franklin Wood, who appeared as counsel for the Blue. Mr. Wood advised the Board that unless the NLRB determination of jurisdiction is made to stick the networks would be subject to "the undiluted economic force of one of the parties."

Clash Over Commitments

Answering the charge made by AFM that NABET is a company-dominated union, which is being investigated by the NLRB regional office in New York, Mr. Wood said: "We see no basis for the contention that NABET is company-dominated". In reply to a question by Dr. Harry A. Millis, chairman of the Board, as to whether threats had been made against the Blue, he declared: "An open threat has been made and at least one overt threat made against NBC which indicated the procedure which would be used against the Blue". Mr. Wood was referring to a threat made Dec. 1 by the Hollywood AFM local to withdraw musicians from the Jack Benny program following the certification by the NLRB of NABET as the bargaining unit for platter-turners [BROADCASTING, Dec. 11, Feb. 5].

A clash over commitments made by Mr. Padway when proceedings were held last year before the Board to determine whether the technicians or musicians should have jurisdiction over platter-turners developed during the hearing. Martin F. O'Donoghue, NABET counsel, reminded the Board that Mr. Padway had pledged compliance with whatever decision was made and that AFM would not strike.

"The very issue in this proceeding has been decided by the courts in the Star Publishing Co. case", he said, "in which the court declared that 'the uncontrollable power of a labor union' could not be used to set aside an order of the Board or of the courts". He contended also that the letters which Mr. Padway regarded as contracts were not introduced into the certification hearings as evidence and that Mr. Padway had entered into a stipulation with the networks that NABET could be certified as the bargaining agent if the Board agreed the platter-turner unit should be set up on a network basis.

Calls Letters Contracts

He denied that the letters were ever regarded as contracts in the certification case. "The only issue in the case", he said, "is the unlawful threat of economic reprisal by the musicians against the networks to justify the refusal to bargain."

Mr. Padway vehemently denied he had ever told the Board his client would abide by the determinations of the Board and declared that all through the proceedings it had been in his mind to attempt to win his case before the Board but to appeal to the courts if the Board ruled against him.

"All we ask is that the Board perform its functions", he said. "If we win we shall be happy; if we lose we shall go to the courts".

Mr. Padway asserted he had never admitted the letters were not contracts. "These contracts are as binding and as conclusive as any contracts which are bound and sealed", he said. "Our whole case was based on the letters. We challenged the unit on the basis of these letters.

"Let's not make light of those contracts", he continued. "They *were* contracts. They constitute the primary fact upon which we claim the work. If the Board finds otherwise, I say the Board is in error".

Mr. O'Donoghue immediately arose to challenge Mr. Padway. "I repeat", he said, "Mr. Padway did *not* introduce the letters as contracts in the certification proceedings. Further, throughout the hear-

Ike's Loves

H. V. KALTENBORN'S Spanish almost created an international upset during a recent broadcast from Mexico City, where the Inter-American Conference was being held. The NBC commentator meant to say, in Spanish, "Eisenhower loves the French people," but he said instead—"Eisenhower loves the French girls."

Coverage...in Philadelphia

Pattern broadcasting

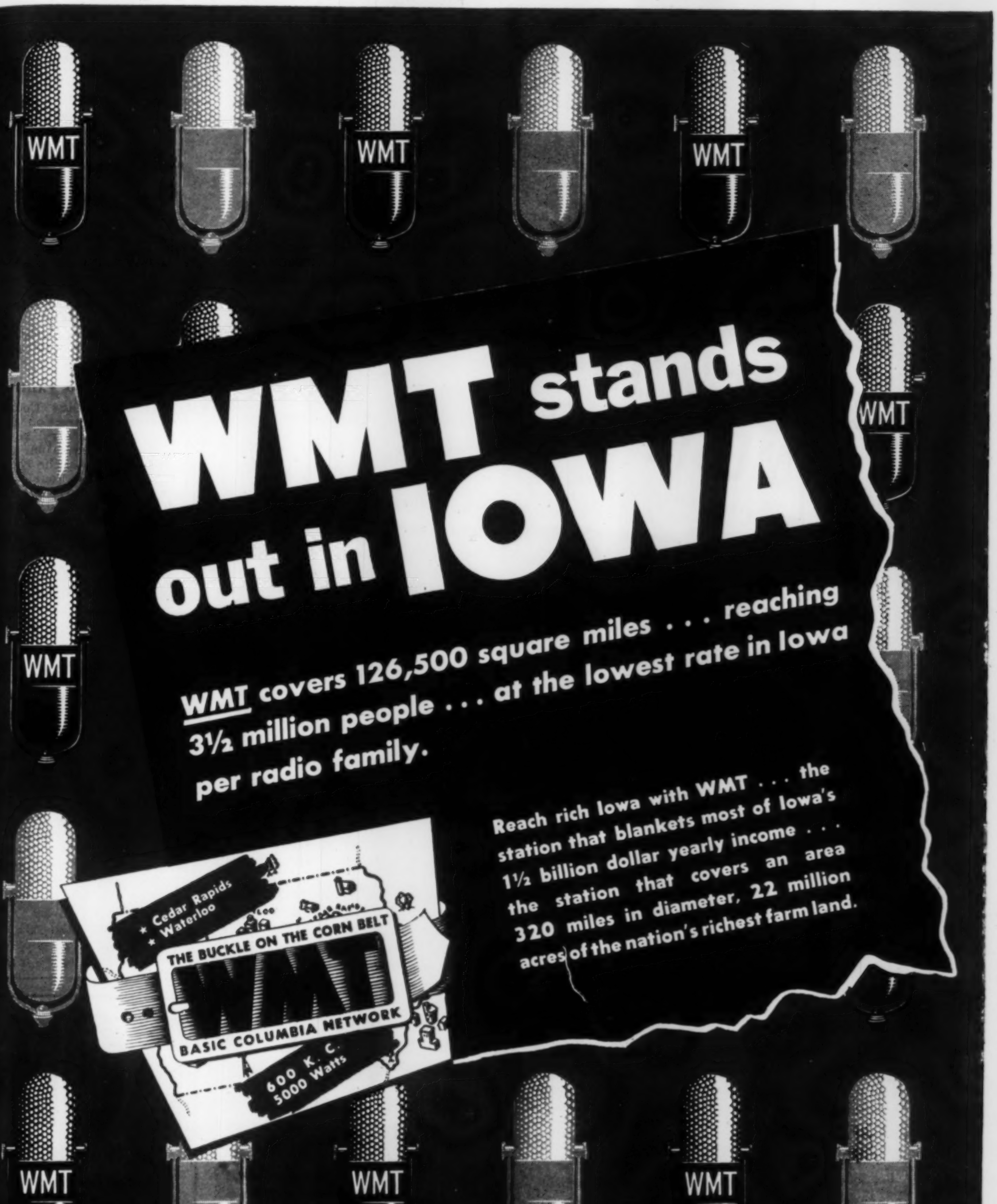
OVER WDAS

covers the Philadelphia

market at lowest cost

WDAS covers the largest
cross-section of the buying public in the
Philadelphia area... *at lowest cost.*
Ask Philadelphia's Outstanding
Full-Time Independent Station
about a package of spots
that will cover
your market.

With "Coverage" like this, it's no wonder that 78 percent of this station's sponsors renew regularly.

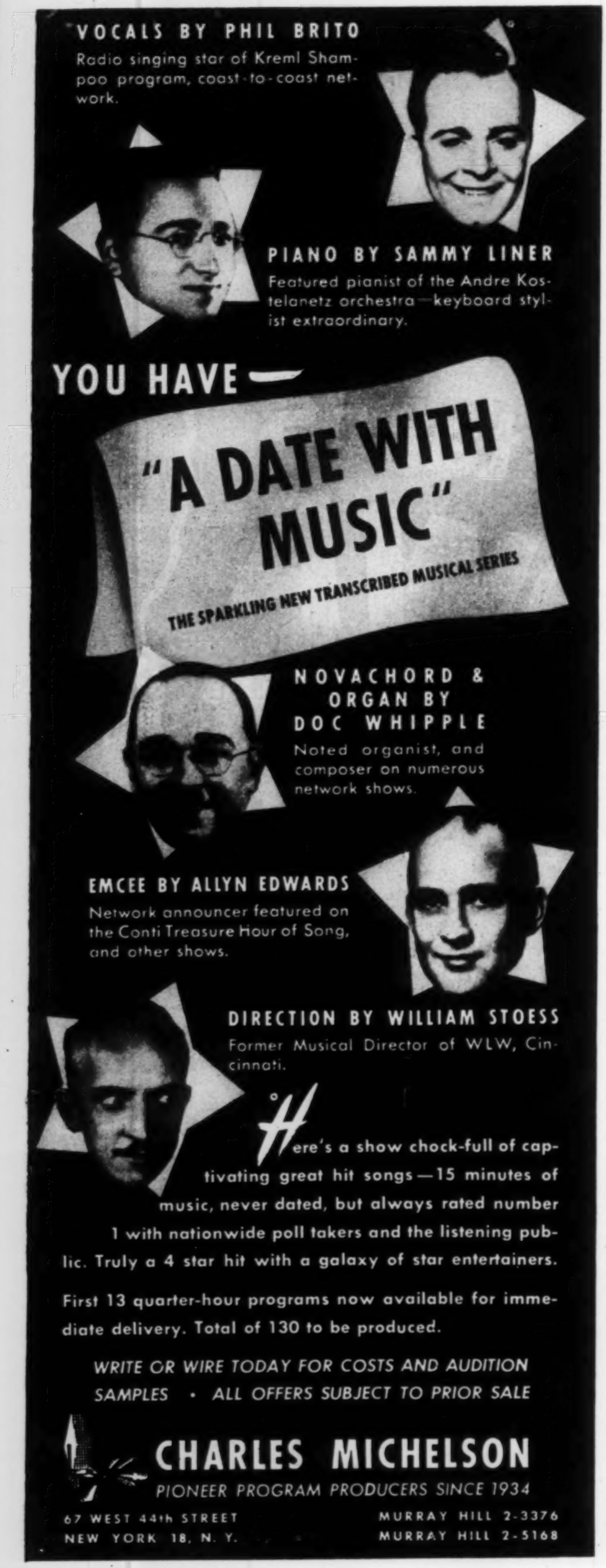

WMT
Cedar Rapids
Waterloo
THE BUCKLE ON THE CORN BELT
WMT
BASIC COLUMBIA NETWORK
600 K.C.
5000 Watts

WMT stands out in IOWA

WMT covers 126,500 square miles . . . reaching 3½ million people . . . at the lowest rate in Iowa per radio family.

Reach rich Iowa with WMT . . . the station that blankets most of Iowa's 1½ billion dollar yearly income . . . the station that covers an area 320 miles in diameter, 22 million acres of the nation's richest farm land.

Represented by the KATZ AGENCY



VOCALS BY PHIL BRITO

Radio singing star of Kreml Shampoo program, coast-to-coast network.

PIANO BY SAMMY LINER

Featured pianist of the Andre Kostelanetz orchestra—keyboard stylist extraordinary.

YOU HAVE—

"A DATE WITH MUSIC"

THE SPARKLING NEW TRANSCRIBED MUSICAL SERIES

NOVACHORD & ORGAN BY DOC WHIPPLE

Noted organist, and composer on numerous network shows.

EMCEE BY ALLYN EDWARDS

Network announcer featured on the Conti Treasure Hour of Song, and other shows.

DIRECTION BY WILLIAM STOESS

Former Musical Director of WLW, Cincinnati.

Here's a show chock-full of captivating great hit songs—15 minutes of music, never dated, but always rated number 1 with nationwide poll takers and the listening public. Truly a 4 star hit with a galaxy of star entertainers.

First 13 quarter-hour programs now available for immediate delivery. Total of 130 to be produced.

WRITE OR WIRE TODAY FOR COSTS AND AUDITION SAMPLES • ALL OFFERS SUBJECT TO PRIOR SALE

CHARLES MICHELSON

PIONEER PROGRAM PRODUCERS SINCE 1934

67 WEST 44th STREET
NEW YORK 18, N. Y.

MURRAY HILL 2-3376
MURRAY HILL 2-5168

ing it was brought out that the networks had never bargained with the musicians on a nationwide scale. The letters were introduced to support the demand for network units.

"And as for Mr. Padway's claim that he had never told the Board he would abide by its decision, let me quote from pages 45, 46 of the transcript of the oral argument in the certification case. . . ." Mr. O'Donoghue then read from Mr. Padway's testimony Nov. 9, 1944 as follows:

"Mr. Padway (replying to question by John M. Houston, member of the Board): We haven't threatened any strike to management at all. I don't know what would have happened. They [NABET] threatened to strike and the moment they threatened to strike the WLB said: 'We don't want any strike'. We didn't intend to and we were not threatening one. And we wouldn't strike. And regardless of how this case comes out we wouldn't strike, not at least while our pledge is in force and effect. Mr. Petrillo wouldn't do it and it won't be done. That is the situation. . . ."

Didn't Mention Issues

At the outset of the hearing, Mr. Padway asked that the Board delay its decision on the unfair labor practice charge against the networks until the Board has ruled on the 8(2) charge (company domination) which the AFM filed with the regional NLRB. It is understood that the AFM charge against NABET is based largely on the fact that the union is an outgrowth of the Assn. of Technical Employes, its predecessor organization, which is alleged to have been a company union.

The Board was told by Joseph A. McDonald, formerly counsel for NBC and now with the Blue, that the agreement of Jan. 24, 1944 granting NBC platter-turner functions to the AFM made no mention of the jurisdictional issues involved but he asserted "it was implied" that the granting of the demand was subject to determination of jurisdiction by the NLRB.

C. F. Detmar Jr., of the RCA law department, said NBC was willing to abide by the decision of the Board.

It is expected the Board will issue an order within a few weeks directing the networks to bargain with NABET in conformity with its certification of the technicians as the appropriate unit for platter-turning. Under established procedure, the parties are given 10 days to comply. Inasmuch as the networks have already asserted the courts should decide the issue, it is almost certain that at the expiration of the 10-day period the Board will go to the Second Circuit Court of Appeals in New York to request a decree to enforce its order. As indicated by Mr. Padway's testimony, the AFM would then intervene in an effort to prevent the decree from being granted.

INCENTIVE FUND

WFIL Urges Program Idea Creation by Employes

TO EXPLOIT the source and talent for program ideas often lying dormant within a station's various departments, WFIL Philadelphia has created a special "incentive fund" for the purpose of buying program ideas from staff members.

Under the plan a complete show is prepared for audition and placed in the hands of the sales department. The originator of the idea may further work in merchandising the program among agencies or following any lead of which he knows. If he completes a sale he receives a special commission in addition to the compensation for the idea. The "incentive fund" does not increase program costs to the prospective sponsor.

British Radio Council

THE Radio Industry Council, a new central organization for the British radio industry has been formed by the federation of four independent units in the radio and electronics field. The four organizations which now form the Council are: Radio Communications & Electronic Engineering Assn., the Radio Component Mfrs. Assn., the British Radio Valve Mfrs. Assn., and the British Radio Equipment Mfrs. Assn. The four will now coordinate their activities.

Olive Kackley

50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

KOIN

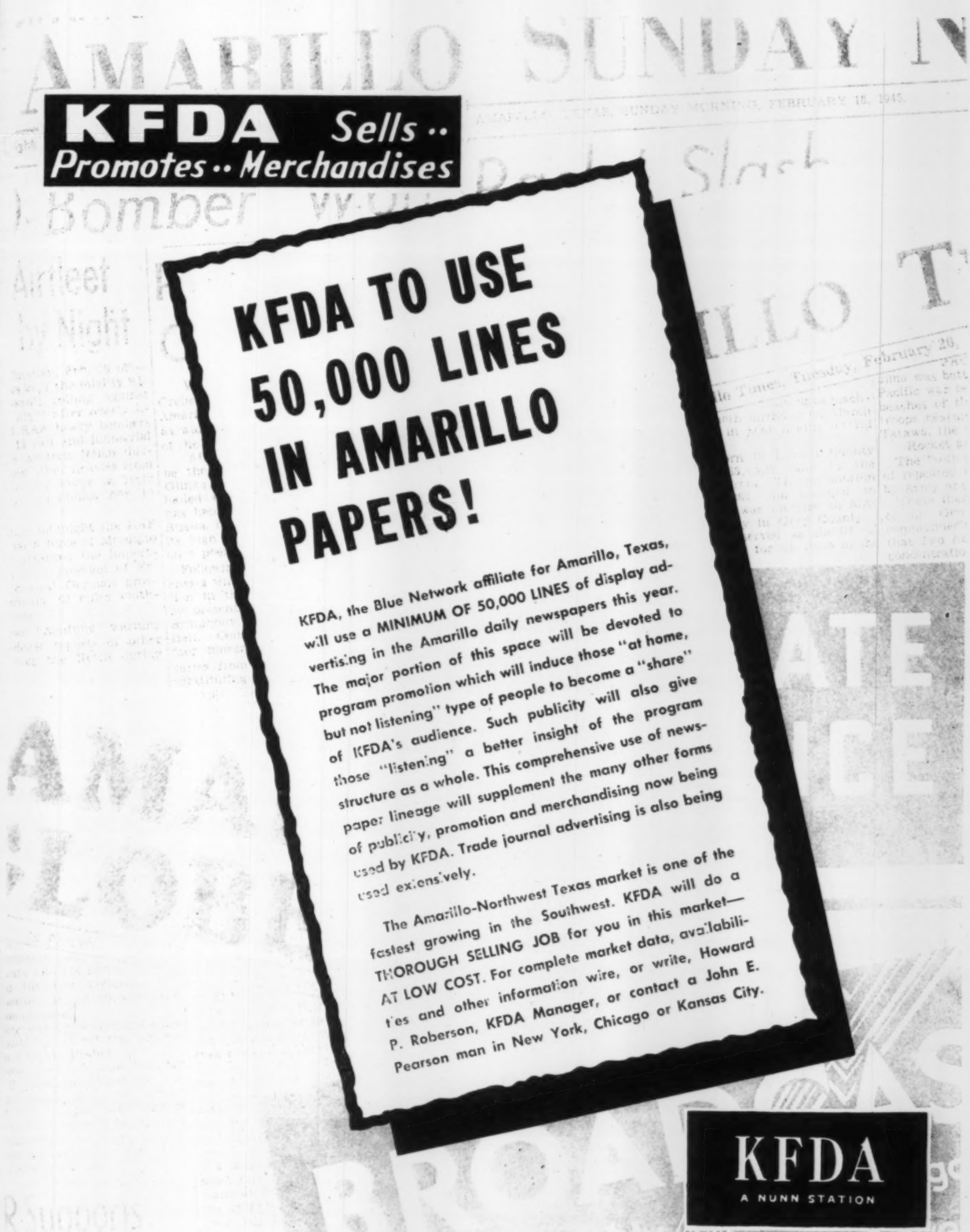
Our Thought, Effort and Facilities...

Pledged to Victory!

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS, Inc., Nat'l Rep.


AMARILLO SUNDAY N
AMARILLO, TEXAS, SUNDAY MORNING, FEBRUARY 18, 1945.
Bomber
Airfleet by Night
Slash
LLO T
Times, Tuesday, February 20,
ATE
ICE
BROADCAS
Broadcast Adve

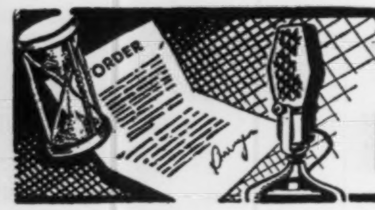
KFDA Sells ·· Promotes ·· Merchandises

KFDA TO USE 50,000 LINES IN AMARILLO PAPERS!

KFDA, the Blue Network affiliate for Amarillo, Texas, will use a **MINIMUM OF 50,000 LINES** of display advertising in the Amarillo daily newspapers this year. The major portion of this space will be devoted to program promotion which will induce those "at home, but not listening" type of people to become a "share" of KFDA's audience. Such publicity will also give those "listening" a better insight of the program structure as a whole. This comprehensive use of newspaper lineage will supplement the many other forms of publicity, promotion and merchandising now being used by KFDA. Trade journal advertising is also being used extensively.

The Amarillo-Northwest Texas market is one of the fastest growing in the Southwest. KFDA will do a **THOROUGH SELLING JOB** for you in this market—**AT LOW COST**. For complete market data, availabilities and other information wire, or write, Howard P. Roberson, KFDA Manager, or contact a John E. Pearson man in New York, Chicago or Kansas City.

KFDA
A NUNN STATION



THE *Business* OF BROADCASTING

Wine Radio Plans

WINE SHIPPERS IMPORT Corp. is introducing a new domestic brand of Cointreau Liqueur on the air. Sponsorship of the Cointreau Record Album thrice weekly for 25 minutes started on WQXR New York March 1 for a 52-week schedule. In addition, beginning March 12 Wine Shippers will sponsor a series of four quarter-hour Monday song concerts The Faure Centennial Series, to be succeeded by twice-weekly half-hour Cointreau Concerts for War Bonds, tying in with the Seventh War Loan Drive. Wine Shippers' agency for Cointreau is Dorland International-Pettingell & Fenton, New York. Redfield-Johnstone, New York, continues as agency for Colcombet and other wines.

CKCO Appoints Young

ADAM J. YOUNG Jr., New York, will serve as exclusive national representative in the U. S. for CKCO Ottawa effective April 1.

Boxing Poll

NBC has distributed to television set-owners in the New York area a questionnaire asking their opinions of the boxing bouts telecast on WNBT New York, with particular emphasis on the blow-by-blow and between-rounds commentary. Viewers also are asked to name sponsor and to give opinion of commercials.

Ceda Signs WQXR Spot

CEDA DISTRIBUTING Co., Rochester, N. Y., in its first radio venture, has signed a 52-week contract for a weekly 55-minute program of classical records on WQXR New York. Effective Feb. 24, contract was placed through Glicksman Adv., New York.

Considers Spot Radio

STADLER Shoes, New York, has appointed Bobley Co., New York, as agency for the chain of men's shoe stores in the New York metropolitan area. Spot radio is being considered.

AMP Contracts

ASSOCIATED MUSIC Publishers Inc. has signed new agreements with KRBC WCOP KBST KGKL KFMB WBOC WHKK KATE. Stations renewing contracts include: KARM KFBK KGMB KHBC KQW KRNT KSO KWIL WBRY WELL WHLS WLAY WMAZ WMRC WSOO WTCM.

New Public Relations Firm

GEORGE J. VOGEL, formerly with the Institute of Public Relations, New York, has established George Vogel Assoc., a radio public relations firm, specializing in radio activities for public relations organizations. Office is at 130 W. 42d St., New York.

Considers Radio

AIME Co., New York, has appointed Modern Merchandising Bureau to handle national advertising of Aime shampoos and hair-coloring pencils. Radio is being considered.

Nyal Plan

RETAIL DRUG Stores, allowed to spend 10% of all increased purchase of Nyal drug products over the previous year in any of 15 advertising forms, over a four-year period spent 50% of their incentive appropriation in calendars, 25% in local newspaper advertising, 10% in spot announcements and the balance in other forms. Plan was introduced in 1941 by Nyal Co., Detroit, a subsidiary of Frederick Stearns Co., now a division of Sterling Drug Inc. Plan is administered by Edwin C. Kidd, Nyal vice-president and advertising director, who prepares all copy, including about 300 100-word announcements a year, not placed through agencies.

Dinah Shore Wins Award

DINAH SHORE, singing star of General Foods Open House on NBC, has been awarded the Citizenship Medal of the Veterans of Foreign Wars, the first entertainer in America to receive the award this year, Commander-in-Chief Jean A. Brunner announced last week. Presentation will be made this spring on one of her broadcasts. Award is made in recognition of her "morale-building services" for servicemen.

Bendix Tests

CONTINUOUS tests being conducted by Bendix Radio division of Bendix Aviation Corp. are helping to point the way to new postwar improvements in radio receiver tone quality. Conducted with carefully selected groups, tests indicate all types of radio listeners recognize differences between new wider range musical reproduction and the former limited range radio reception, according to Leonard C. Truesdell, general sales manager for home radio.

Keystone Rate Card

NEW RATE CARD, No. 53 has been issued by Keystone Network effective March 1, 1945, showing increased rates, necessitated, according to Michael M. Sillerman, KBS president, by expanded facilities and increased operation costs of affiliated stations. Simplified tables, showing exact time cost per broadcast for every combination of time period, frequency and number of stations, is a feature of the new card.

KVOR Puts Drive Across

OVER THE TOP at the end of seven hours was the record of the Colorado Springs Red Cross which credited the speed of the successful drive in part to KVOR originating programs from Red Cross headquarters throughout the day. With the campaign lagging at noon the station broadcast messages from important townspeople, convalescents at Camp Carson and others to pep up solicitors and givers.

WHA Commended

RESOLUTION of the Wisconsin State legislature has commended WHA on the U. of Wis. campus for "its record of service to the state and its position of leadership in radio education in the nation." Occasion was WHA's 26th anniversary. Legislature also congratulated the station for its 22 program awards and among other honors, winning the George Foster Peabody award for educational program excellence in 1943.

Rehabilitation

NEWSREEL Theatres Inc., New York, is distributing to theatres in some 26 cities, a film version of Alma Kitchell's recent broadcast on WJZ New York in which she discussed rehabilitation of servicemen with Roland Darling, director of job counseling service, Veteran's Information and Reception Center, Boston. YMCA has requested permission to distribute copies of the film for display at YMCA service centers.

Cowles Invitation

COWLES BROADCASTING Co. will show a new 27-minute sound film "Why a Radio Station in Yankton, S. D." March 21 at the Waldorf-Astoria Hotel in New York. Industry and press have been invited to have "cocktails with WHOM" and "luncheon with WNAX", the two Cowles stations. Katz Agency is station representative.

Window Newscast

KAY JEWELRY Co., sponsor of The Daily Journal of the Air, quarter-hour news show on WJHP Jacksonville, Fla., originates the program from the front show window of the store. A loudspeaker carries the newscast to the street.

CKOC Signs PN

CKOC Hamilton, Ont., has signed a contract for Press News wire service, bringing the total of stations taking PN service in Canada to 48.

A great rhythm outfit, the Monroe band presents the sweetest of romantic dance music enhanced further by Vaughn's pleasant baritone voice.

Vaughn Monroe

One of the most talked of bandleaders in America, the handsome singing maestro is a veteran musician although he's only 30 years old. Born in Ohio, Vaughn was tooting a trumpet in a school band at the age of eleven.

THERE, I'VE SAID IT AGAIN Vic. 20-1637
HAWAIIAN SUNSET / ONE, TWO, THREE O'LAIRY BI. 11283
COMMODORE CLIPPER / MY LITTLE COUSIN BI. 11488
DADDY BI. 11189
HIGH ON A WINDY HILL BI. 10976

For the complete list of BMI-licensed titles recorded by Monroe see your BMI DISC DATA.

BMI
NEW YORK CHICAGO HOLLYWOOD

Jean Colbert

"POURS IT ON" AND "DISHES IT OUT"

to Cleveland's Club Women and Housewives . . .

Jean Colbert's Woman's Club of the Air is a five day a week, five star example of WTAM's outstanding daily service to Cleveland women. *What about our men in service? What about OPA prices? What about our children? What about war jobs?* Jean is in there pitching the answers, in the studio and out . . . at social club meetings, educational conferences and welfare councils . . . all over Cleveland. One more reason why WTAM is *first* in listening audience, day and night. In fact, at night, *73% of Cleveland homes listen most to WTAM.

* *NBC 1077 City Survey 1944*

JEAN COLBERT, *Director WTAM's Woman's Club of the Air. Home economist, fashion commentator, consummate actress, brilliant writer, (Below) Crowd listening to WTAM ensemble, in person, at Lakeside, Ohio.*

FIRST in CLEVELAND

WTAM

NBC

50,000 watts

Represented by NBC SPOT SALES

From Your Specifications

BLAW-KNOX

WILL DESIGN, FABRICATE AND ERECT

The Latest Development in

VERTICAL RADIATORS

and Towers for

FM *and* TELEVISION ANTENNAE

Station Engineers take a load off their shoulders when their antenna problem is turned over to Blaw-Knox. Specifications are completed under one responsibility. The job is not done until the tower is up, tested and approved.

BLAW-KNOX DIVISION

of Blaw-Knox Company

2038 Farmers Bank Bldg.
Pittsburgh Penna.

Iwo Recordings Telling Vivid Story Of Invasion Brought Back by Lt. Hurlbu

BRINGING up-to-the-minute recordings of the Marine invasion of Iwo Jima from D-Day through D plus five, Lt. James Hurlbut, USMC radio public relations officer, has returned to headquarters after a three-month tour throughout the Pacific, coordinating Marine Corps radio activities. Lt. Hurlbut was the first correspondent on Guadalcanal, landing with the First Marine Division in the fall of 1942. Before entering the service he was publicity director of WTOP Washington, then WJSV.

Many of the recordings are for local stations. According to Lt. Hurlbut, "We try to augment the network coverage of battle action, not compete with it. As no independent stations have representatives in the Pacific, these transcriptions are designed to fill their needs."

Among the outstanding Iwo recordings were those made by Sgt. Richard E. Mawson, Marine Corps radio correspondent, former production manager and director of special events with WBAX Wilkes Barre, Pa., and Sgt. Harvey Williams, his engineer, who was an announcer with KROC Rochester, Minn.

Landing on Iwo with "B" Company tanks of the Fourth Marine Division, the correspondents took with them an Amertype film recorder, batteries and power converter, loaded on a specially built ammunition cart. From the front lines, the team went into action, recording a complete description of the fighting with a constant background of rocket fire, strafing and mortar bursts going on around them.

Most spectacular transcription was one which caught a two-way inter-com conversation between a disabled tank in a shell hole about 100 yards off the Motoyama Airfield No. 1, and another Marine attempting to direct a retriever tank to its rescue. One of the tank's treads was off, its 75 mm gun out of operation, and the crew was "getting a helluva lot of artillery fire," according to the Marine inside the tank. Sgt. Mawson picked up the conversation on a signal jeep radio aboard an LSM heading onto the beach on D-Day.

The four networks all used the recordings as soon as they were processed and schedules permitted. Blue broadcast them on Friday, March 3, the day they arrived, at 7 and 10:45 p.m., WJZ New York used them 11:15 p.m. NBC aired portions on WRC Washington at 7:45 p.m. MBS used them in a half-hour program 11:30-12 p.m. and 9:30 a.m. and 5:30-6 p.m. Saturday, March 4. Recordings were on Columbia 4:15 p.m. Saturday. Several other stations rebroadcast them throughout the week.

Used by MGM

For the first time recordings of battle action have been used in newsreels, MGM is using sections of the Mawson material in its News of the Day, released Wednesday, March 7. The transcriptions were rushed to Guam on the destroyer returning Secretary Forrestal from Iwo Jima, then flown to the States by Lt. Hurlbut.

Other recordings just arrived made on Iwo by Sgt. Alvin Josephy, USMC combat correspondent, ex-chief of special events with OWI Radio Bureau and assistant director of WOR-Mutual New York special events, are now being processed, with several airings scheduled as soon as they are made available. One of an attack on Motoyama was used by Blue Wednesday, March 7, 7 p.m., with remarks by the Commandant of the Marine Corps, Gen. A. A. Vandegrift.

Lt. Hurlbut took with him on his trip 3,000 lbs. of recording equipment, including film, wire and Presto units and power sources. These were distributed to approximately eight Marine radio combat correspondent teams in the Pacific and to those working independently with aviation units. The correspondents record not only battle action but also special events, personal interviews, native music and music written by Marines in the field, such as the Marine song, "Get Your Gear On", first introduced by Marine recordings.

» IN PHILADELPHIA

WIBG

Leads in **SPORTS**
10,000 WATTS
Leads in **MUSIC**
FULL TIME!
Leads in **NEWS**

Philadelphia's Most Powerful Independent

IOWA PREFERS WHO

Ask Free & Peters for the Proof!

50,000 WATTS • DES MOINES

Combinations that C-L-I-C-K

(Left to Right)

HARRY HERSHFIELD
SENATOR FORD
JOE LAURIE JR.

KSD NBC AP

Three is not always a ***crowd.*** The three stars of "Can You Top This?" are very good ***company***—and a typical example of combinations that "click." Another example, of particular interest to advertisers in the St. Louis market, is the combination of KSD-NBC-AP.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet • KSD is the only broadcasting station in St. Louis with the full service of the Associated Press — the AP news wires plus the PA radio wire • KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance.

KSD

ST. LOUIS · 550 KC

Owned and Operated by
THE ST. LOUIS POST-DISPATCH

Nationally Represented by
FREE & PETERS, Inc.

W
I
N
N

LOUISVILLE

Basic Blue Network

Represented by
PEGGY STONE, *New York*
GEORGE ROESLER, *Chicago*
HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE
General Manager

License Hearing For WOKO Reset

Oral Argument Date Advanced From March 28 to March 14

ORAL ARGUMENT in the FCC's proposed refusal to renew the license of WOKO Albany, N. Y., because of alleged "hidden ownership" involving Sam Pickard, former Commissioner and onetime CBS vice-president, has been advanced from March 28 to March 14 on petition of WOKO Inc., licensee corporation, filed by George Sutton, Washington counsel for the station.

Commissioner Norman S. Case, sitting as motions chairman, last Wednesday granted Mr. Sutton's petition to accommodate Morris Ernst, New York attorney who will argue the case. The FCC last November issued a proposed finding in the license renewal of WOKO "that a grant of the application for renewal of license for the operation of WOKO by the applicant corporation would not serve public interest, convenience or necessity and therefore should be denied" [BROADCASTING, Nov. 13].

For months the WOKO case has been pending and it has been the subject of criticism on the part of Rep. Richard B. Wigglesworth (R-Mass.), member of the House Appropriations Committee and former member of the Select Committee to investigate the FCC. As recently as last month Rep. Wigglesworth, in a blistering speech on the floor in connection with the 1946 fiscal year appropriations for the FCC, demanded that the Commission take action in the WOKO case [BROADCASTING, Feb. 12].

In July 1943 the WOKO case went before the FCC in formal hearings, when Harold E. Smith, general manager and 25½% owner, testified regarding Mr. Pickard's ownership through the latter's brother-in-law, R. K. Phelps of Kansas City. Mr. Pickard testified the stock was presented to Mr. Phelps as a gift but that dividends were divided by Mrs. Pickard and himself. Later Mr. Pickard announced sale of his 24% interest in WOKO to Monroe M. Redden of Hendersonville, N. C., for $75,000, subject to FCC approval of the license renewal.

The *Albany Knickerbocker News* owns 25% of the station and Raymond B. Curtis, Garrison, N. Y., attorney, 25½%.

Liquor Ban Proposed

A BILL to prohibit the advertising of all alcoholic beverages by radio has been introduced by Sen. Johnson (D-Col.), following a similar measure by Sen. Capper (R-Kan.) which would prohibit the "transportation in interstate commerce" of liquor advertising. Sen. Johnson's bill (S-623) would make it unlawful for broadcasters to accept advertising for "alcoholic beverages" and likewise illegal to pay for radio time for such advertising. The FCC would be empowered to revoke licenses of any station violating the proposed act.

HIT PARADE REPEAT SHIFTED BY CURFEW

COMPLYING with the midnight curfew order which applies to studio audiences, American Tobacco Co., New York, has cancelled the 12 midnight-12:45 a.m. West Coast repeat of *Your Hit Parade* on CBS but has arranged to clear the 6-6:45 p.m. (PWT) time, so that the show can now come straight through to the West at its regular time Sat., 9-9:45 p.m. (EWT).

To accomplish this 42 Products' *This Is My Story* has been shifted from 8 CBS West Coast stations 6-6:30 p.m. (PWT) to 9-9:30 p.m. (PWT) and Wilshire Oil Co.'s *That's A Good Idea* has been moved from 6:30-6:45 p.m. (PWT) to 9:30-9:45 p.m. (PWT). The change went into effect last Saturday after the program was not heard on the Coast the first Saturday of the curfew.

Rebroadcast of Lever's *Burns and Allen* show on CBS, 11:30-11:55 p.m. (EWT) also has been cancelled. Beginning Monday, March 12 the 13 stations which carried the repeat will pick up the first broadcast 8:30-8:55 p.m. (EWT) by special lines, record it and broadcast it at the regular repeat time 11:30-11:55 p.m. (EWT).

CBS Official to Hold Clinics on Video, FM

HOWARD LANE, CBS director of station relations, and William B. Lodge, CBS director of general engineering, will leave New York March 20 on a trip to CBS affiliates. Mr. Lodge will give television and FM clinics as he did on a similar trip last year. Discussions will cover FCC proposed allocations and stations' plans in video and FM.

Mr. Lane and Mr. Lodge will make their first stop in Boston, proceeding to the West Coast. From San Francisco they will go to Dallas, Kansas City and Memphis, balance of the southern itinerary still to be announced. They return to New York April 18.

KOMO, KJR Delay

PENDING decision of the FCC in the application of Fisher's Blend Station Inc., Seattle, whereby Fisher's Blend Station would acquire KOMO Seattle and Birt F. Fisher would take over KJR, the Commission on its own motion last week ordered that hearing on the applications for renewal of license for the two stations be continued from March 15 to April 16. One of the remaining duopoly transfers made necessary by the FCC ban on multiple ownership, the KOMO-KJR transaction proposal, which involves no monetary consideration, was filed last December [BROADCASTING, Dec. 11].

Blood Donor Drive

TED MALONE, Blue commentator, arrived from France last week on what was described as a "Red Cross mercy mission" to dramatize, with the help of radio, the continuing need for blood donations. Trip is built around "Ted Malone Blood Donor Day", March 14. On his Mon. through Wed. broadcasts for Westinghouse Electric & Mfg. Co., and in appearances on other network programs, Mr. Malone is asking listeners to register at Manhattan blood donor center, and other centers. He will fly back to Europe this week with blood collected, broadcasting descriptions on individual donations.

HURRY!

Ethel and Albert

GO COMMERCIAL ON
WJZ
APRIL 2!

Still Available—Tuesdays and Thursdays
2:15 to 2:30 P. M.

Each 15-minute program tells a complete story in the private lives of ETHEL and ALBERT! They can sell for you in the rich New York market for less than

$650 A WEEK!

(Twice a week, on a 13-week basis, including time, talent and announcer.)

MONDAY	SOLD!
TUESDAY	AVAILABLE!
WEDNESDAY	SOLD!
THURSDAY	AVAILABLE!
FRIDAY	SOLD!

770 ON YOUR DIAL

HALF-A-MILLION BUSINESSMEN WILL READ THIS
BLUE COOPERATIVE PROGRAM ADVERTISEMENT IN:

- Women's Wear Daily
- Men's Wear
- Retailing Home Furnishings
- The Jewelers' Circular-Keystone
- Chain Store Age (Druggists)
- Chain Store Age (Grocers)
- Modern Brewery Age
- Bakers' Weekly
- Bakers' Helper
- National Carbonator & Bottler
- The Milk Dealer
- Ice Cream Review
- Radio Daily
- Broadcasting
- N. A. I. Tire Dealers

Want this great Network Show to Sell for you Locally?

Ethel and Albert are a young couple—who live like the rest of us—only funnier! On the air daytime Mondays through Fridays—each gay episode is complete in itself.

YOU can sponsor "The Private Lives of ETHEL and ALBERT" as broadcast live from New York... and pay only for your own area!

Now you can cash in on the *proven* audience appeal of *Ethel and Albert*—that delightful young twosome whose intimate, true-to-life comedy show on the Blue is fast making them America's favorite married couple!

This outstanding Blue Network program is made available *live* for *local* sponsorship through the Blue's Co-operative Program set-up . . . an ideal set-up for *you* to sell *your* products *right in your own territory!* Here's how this works . . .

Ethel and Albert will originate in the Blue's studios in New York at a popular daytime period. The program then goes out *live* over the network—and *your* local Blue station announcer gives *your* commercials during the broadcast, identifies this swell show as *yours!* Think of the prestige and appeal your sales message will carry when it's linked in listeners' minds with this big-time network program! And think of the show's low cost—for remember, you pay *only your own share for your own area!*... Ask any Blue Network Station for all information, or contact the Co-operative Program Division of

The Blue Network
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.
AMERICAN BROADCASTING COMPANY, INC.

QUICK FACTS ABOUT OTHER BLUE NETWORK CO-OPERATIVE PROGRAMS

RAYMOND GRAM SWING: Selected by 600 editors as *Best News Commentator* of the year; broadcasting direct from Washington. Early evening, Mon.-Fri., 15 minutes.

JOHN B. KENNEDY: Famed writer, newsreel commentator and radio analyst, broadcasting direct from New York. Early afternoon, Mon.-Fri., 15 minutes.

CORRESPONDENTS AROUND THE WORLD: Direct from all the history-making hot spots of the globe, 14 Blue Network correspondents bring the news right from where it's happening! Mornings, Sun.-Fri.,15 minutes.

BAUKHAGE TALKING: Direct from Washington. Baukhage gets his news from men who make it—the White House, Cabinet Members, Congressional leaders. Midday, Mon.- Fri., 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous news analyst, who has broadcast from all over the world. Early morning, Mon.-Sat., 15 minutes.

KIERNAN'S NEWS CORNER: Walter Kiernan direct from New York. One of the outstanding human interest reporters of our time. Mon.-Fri., early evening, 15 minutes. Available East only.

DICK TRACY: Famous juvenile adventure series. Late afternoon. Monday through Friday, 15 minutes.

SOMEONE
IS ALWAYS
First

BENJAMIN FRANKLIN
First
to draw electricity
from the sky

WHBQ

Was the first (and only)
Memphis radio station
to offer advertisers blanket
music licenses of the four
major performing rights
societies (ASCAP, BMI,
SESAC, AMP).

South's 24-Hour Station
WHBQ
BOB ALBURTY, General Mgr.
Your MUTUAL Friend
Memphis, Tennessee
Represented by RAMBEAU

OWI, Station Men Discuss Program

Specific Announcement Time Rejected by Both Groups

A SUGGESTION that the OWI insure proper distribution of Government announcements by specifying the times that they should be broadcast was almost unanimously rejected by a group of about 60 representatives of stations in New York and Northern New Jersey, who met last Wednesday in New York to discuss the handling of war campaigns with OWI officials.

Meeting, called by Arthur Hull Hayes, manager of WABC New York and regional consultant to the OWI Domestic Radio Bureau, was addressed by David Frederick, director of war programs, who outlined the work of his department in determining what Government campaigns should be given priority, and George P. Ludlam, chief of the bureau, who described the way these campaigns are allocated for network and station broadcasts. Willett Kempton, chief of the Bureau's stations relations division, and Harry Levin, regional station relations chief, participated in the discussion that followed the talks.

A proposal that OWI supply stations with a "clock chart" as well as with transcribed and live announcements was advanced by Morris Novik, manager of WNYC New York, who said that many Government announcements were being broadcast in the late evening or early morning hours when time was less desirable commercially. The OWI officials joined with the broadcasters in rejecting the proposal, stating that they had no desire to police the stations and that the results obtained from radio indicated that the broadcasters are doing their part.

Asked by Mr. Ludlam if they liked Government agencies going directly to sponsors, the broadcasters voiced unanimous disapproval. E. Ray McCloskey, WNBF Binghamton, mentioned being approached by a fraternal organization to cooperate in a nurse recruiting plan that got in two plugs for the fraternity to every one for the nurses. Mr. Ludlam said that some Government officials who want more time than OWI allocates to them have learned that while OWI can turn them down, it has no authority over civilian organizations which front for war agencies. He advised stations to suggest to groups requesting time for war campaigns that the OWI handles these campaigns adequately.

Emphasizing that in carrying the six national and three regional spots a day scheduled for network stations, or the nine national and three regional spots for non-network stations, the broadcasters are doing all that the Government asks of them and that whether they do anything more is up to their individual decisions, Mr. Ludlam asked whether they would prefer additional optional material submitted as announcements or as five-minute or quarter-hour programs. Most of the broadcasters said they would prefer announcements.

Summarizing the radio circulation of Government campaigns for the first eight weeks of 1945, Mr. Ludlam reported 5,855,171,000 listener-impressions as the OWI estimate for that period. For 1944, the estimated total was 33,352,031,000.

SERVICE MOTIF dominates the new *Shopper's Lane* program starting March 5 on WINX Washington under sponsorship of Goldenberg's, Capital City independent department store. Alice Lane, conducting the six-weekly morning half-hour, spends full time at the store meeting those asking for help. Program includes civic notes, rationing items and other facts for housewives, along with shopping and swapping service. Taking part in dotted-line ceremony are: Front (l to r), Leo Baum, Goldenberg treasurer, and Sol Greenberg, store vice-president. Standing (l to r): Norman Weill, WINX commercial manager; Miss Lane; Edward Leib, Goldenberg's advertising director.

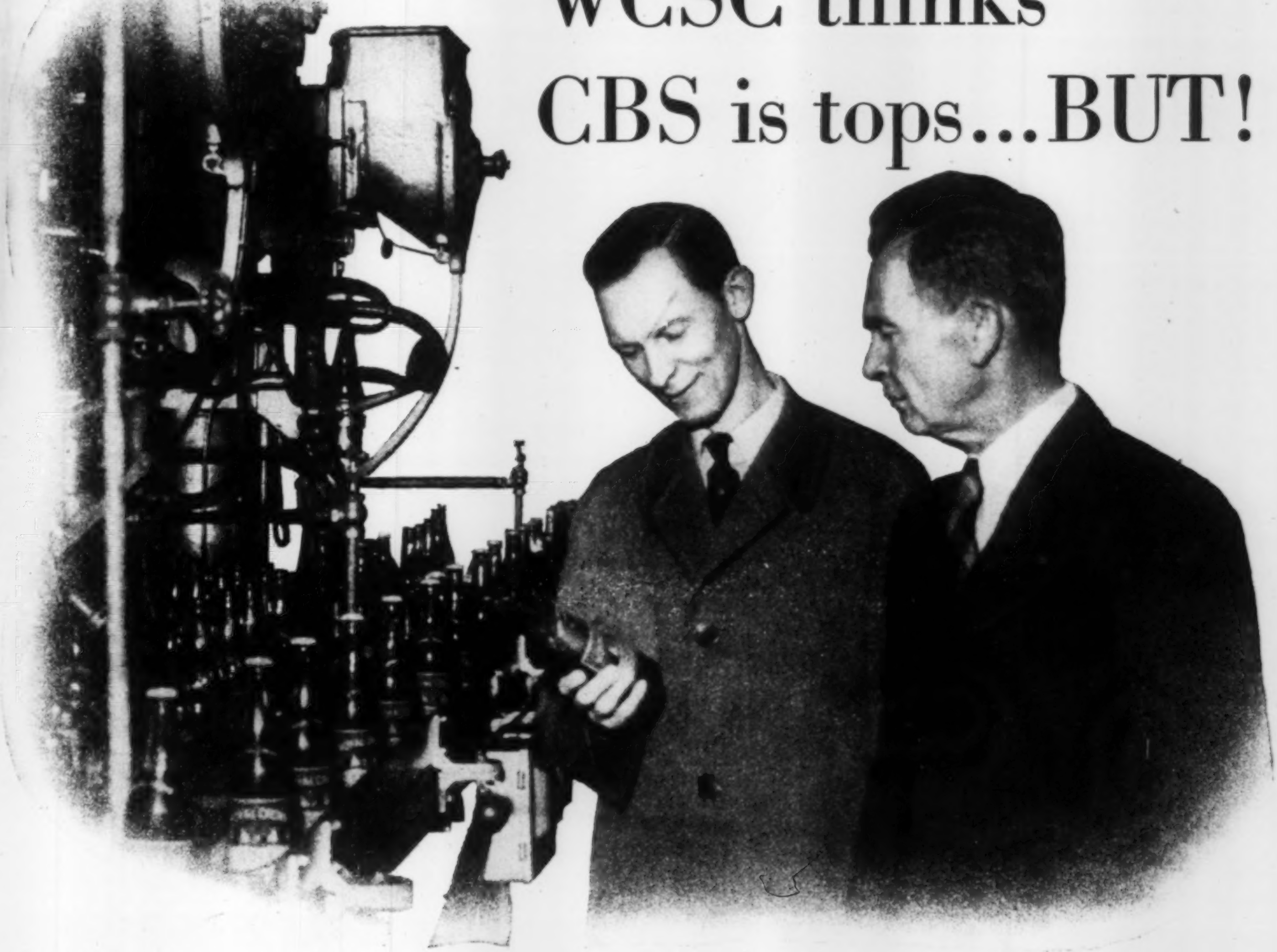
ARKANSAS
SHREVEPORT
LOUISIANA
TEXAS

Cover THIS RICH SUBSTANTIAL
MARKET WITH A SINGLE MEDIUM

KWKH
THE SHREVEPORT TIMES STATION
50,000 WATTS CBS
REPRESENTED BY THE BRANHAM CO.

XUM

WCSC thinks CBS is tops...BUT!



GOOD as CBS sports coverage is (and we think it's tops) we know we need more than the best in network programs to click with Charleston sports fans. We need locally planned, locally produced programs. Programs that reach the heart, the civic pride of Charleston. We think we have them.

Programs like our "Sports Reporter", sponsored six days a week at 6:05 p.m. *since 1938* by Royal Crown Cola. Our sports reporter, Johnny Ostrom (he used to teach English at the Citadel) isn't content to read the national sports news right off the wire. He interviews visiting and local sports celebrities. He's a part of the Coastal Carolina's local sports: basketball, baseball, boating, golf, track, tennis and swimming; the high school, semi-pro and service teams; and he ties his listeners in with his predictions of the results of games from big-league baseball to the middle-aged teams of local business firms. Johnny Ostrom is *Charleston's* "Sports Reporter."

The "Sports Reporter" is another of the programs that have made WCSC a Coastal Carolina institution. Another example of WCSC planned, produced, *successful* programs. These programs sell products, too. Just ask Royal Crown Cola!

WCSC

CHARLESTON, SOUTH CAROLINA
John M. Rivers, Owner
Represented Nationally by Free & Peters

CBS

The WBAL STAR PARADE

March 1945

Bing Crosby

Top-notch crooner, enjoys the WBAL Star Parade! Turn to page 3 and see how your favorite stars feel about WBAL's newest hit-mag!

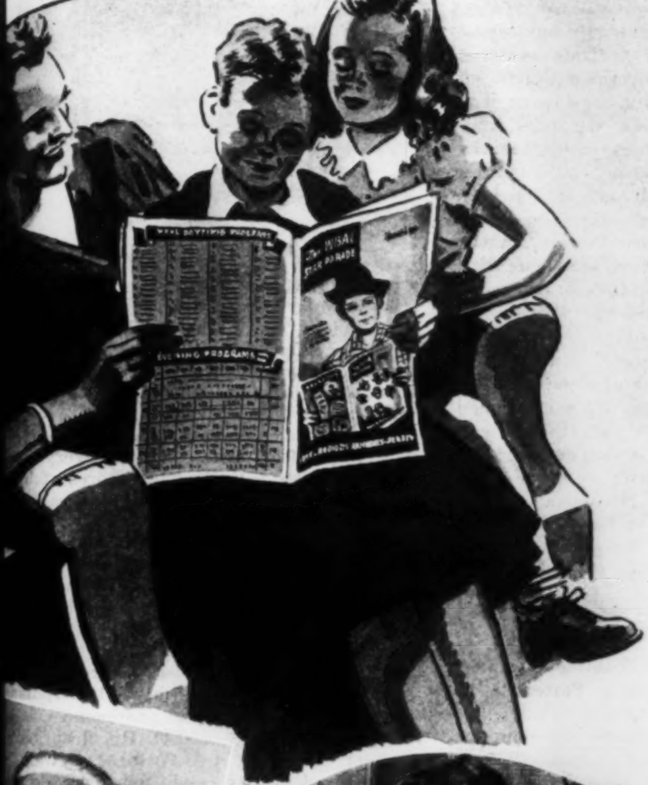
SPECIAL EVENT DAY AT WBAL!
JANUARY 1945
The WBAL STAR PARADE
The Greatest Shows in Radio are on WBAL

1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY

PROM ON
OV
The WBAL STAR PARADE

XUM

OM ION LIKE THIS HAS BUILT AND MAINTAINED WBAL'S OVERWHELMING DOMINANCE IN THE BALTIMORE MARKET


WBAL DAYTIME PROGRAMS
The WBAL STAR PARADE
EVENING PROGRAMS

THE WBAL STAR PARADE

. . . . AN 8 PAGE GRAVURE MAGAZINE NOW BEING READ IN 125,000 HOMES IN THE BALTIMORE AREA

The WBAL STAR PARADE
The Greatest Shows in Radio are on WBAL

Sunday SPECIAL EVENT DAY AT WBAL!
The WBAL STAR PARADE

AND IT'S READ IN HOLLYWOOD, TOO!

WBAL

50,000 WATTS - - - BASIC NBC NETWORK
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

XUM

Editorial

Lest We Forget

THE DAY may soon be here. The day and the hour and the minute and the second when an American voice will speak from Berlin. What that message may portend, none can foretell with certainty. There will be rejoicing surely. There will be tears. There will be prayer.

It has been traditional since the days of the Pilgrims for Americans to join together in worship at times of great triumph and great sadness. These have been "home-town" gatherings, finding their strength in the common bonds which make our land a nation of neighbors.

If radio stations can bring to their listeners the familiar voices of their own ecclesiastic leaders on the day the world awaits, the action will reaffirm the indomitable principles of faith and friendship which were born in Plymouth.

'For They Have Sown'

MEMORANDUM
To: **WAR LABOR BOARD**
RE: Petrillo, Lewis, et seq.
FROM: Broadcasters (who told you so)

LAST June 16, you may recall, your esteemed board rendered its decision in the two-year-old "recording strike" case precipitated by AFM President James Caesar Petrillo. By a split vote, your board called upon AFM to withdraw its ban on recordings, but at the same time ordered that the recording companies negotiate a "method of distributing a fund to be set up through payments by the companies". That's what we of radio chose to call Jimmy's private WPA which, we felt, would establish a dangerous precedent in employe-employer relations and one that would be picked up by other ambitious labor leaders.

We see by the papers where John L. Lewis now erupts with a demand for royalty payments to miners of 10 cents per ton—something like $60,000,000 a year. He uses the Petrillo pattern which your distinguished board saw fit to bless. Of course, that $60,000,000 is lots more than the mere $4,000,000 a year Jimmy Petrillo estimates he'll get (a few pennies at a time) from the recording and transcription companies. But Jimmy is the fellow who invented the plan and, thanks to the "plague on both their houses" ruling of your board, he's gotten away with it.

We imagine the line now forms on the right, for other unions will follow Petrillo and Lewis in setting up their own cozy little WPA's.

Let's look at that decision of last June 16. You issued what you called a "directive order" in which you held (1) that the payments to be made by the companies to the union under the AFM plan did not require the approval of WLB since they were not wage adjustments within the meaning of the wage stabilization program and (2) that the AFM ban on recordings "shall promptly be withdrawn".

What happened? Mr. Petrillo gleefully grabbed point 1; defiantly protested and then ignored point 2. The President himself made a personal appeal to Jimmy to comply with your directive. Mr. P. rejected that, too. The President then asked the Department of Justice to determine what action might be taken against the likes of Jimmy. But things had gone too far. Nothing could be done under the existing statutes.

So it came to pass, appropriately enough, that on Armistice Day 1944 RCA-NBC and Columbia Recording Corp. surrendered to Jimmy, having despaired of Government relief.

Thus, your directive has meant exactly nothing, except humiliation to your board. Jimmy has had his way on all counts. He has established the new fashion of "private taxation by labor unions". The Government gets no taxes from labor unions. But the Government will lose, in direct proportion, the taxes from employers, for your board has held that the royalty payments are not wage adjustments. The public, of course, will pay in the long run in increased consumer costs. You figure out whether this is double taxation, in the light of unemployment taxes, social security and other commendable social reforms.

The problem now transcends Petrillo vs. Everybody. John L. Lewis is in on the fight, too. And the others will follow.

It's going to take an act of Congress, and a stiff one, to rectify things. We would judge the temper of Congress is such that it can happen at this session. But watch out for some cuffing about, because there's going to be a whipping boy. Under such circumstances, you can't claim that you were half-right.

Remember the Bible's: "For they have sown the wind and they shall reap the whirlwind."

News Nonsense

CONSIDER the case of the *Washington Times-Herald*, published by Eleanor Patterson, of the famed McCormick-Patterson family. The newspaper runs a daily radio log—but the Blue network programs don't appear. There's no listing for WMAL, the Blue outlet, which is owned by the *Washington Star*, top Washington daily.

Why? It seems that Mrs. Patterson early in the year took umbrage because Drew Pearson, who shouts shrill news, fiction and opinion lines on the Blue Sunday nights, made some unkind reference to her newspaper. Pearson is Mrs. Patterson's ex-son-in-law and has been embroiled in litigation with her. Moreover, the Pearson news column had shifted from the *Times-Herald* to the *Washington Post*, the fast-moving competitor in the morning field.

So the Blue-WMAL listing was dropped. The fact that this is a disservice to readers evidently doesn't matter to Mrs. Patterson.

We've commented before on the ostrich-like policy of newspapers that don't publish program logs. That doesn't mean stripped logs which label news as "studio" programs or sponsored features as "comedy" or "music". Newspapers have a public service function. They publish amusement, sports, home economics and other features because their readers want them. Can they doubt that readers want adequate and complete radio listings?

Mrs. Patterson evidently publishes her paper to suit herself. One would judge she doesn't like radio. But that couldn't be so because she buys spot announcements on certain Washington stations to promote readership and circulation. She's an applicant for both an FM and a television station in Washington. And she has gone to great lengths to buy an existing standard station without avail.

Our Respects To

ALFRED FRANCIS HARRISON

TIS SAID of Al Harrison that no ma is better known to broadcasters and publishers. That's why President Hugh Baillie of United Press Assns., casting abou the organization for a special Washington representative, chose the "daddy" of the UP radi wire.

As radio sales manager of UP the last decade, Al Harrison visited virtually every statio in the country, came to know scores of broadcasters intimately and built the UP radio wir from a 40-word, 16-hour service for a handfu of clients in 1935 to a 24-hour 60-word wir serving 560 stations in all 48 states and th District of Columbia.

To Al Harrison goes credit for the specia radio news wire, as it is today.

Broadcasting was an unknown quantity i the days when Al attended public schools an St. Bridget's Academy in his native Indianapolis. Its communications forerunner—telegraphy—attracted young Al. His first job wa that of messenger for Postal Teleg. Co. H learned telegraphy and for several year pounded the brass on every conceivable typ of wire—Western Union, Postal, brokerage an press associations. While handling the AP wir in Indianapolis Al decided gathering and writing news was more colorful than sendin and copying it, so they made him a cub reporter.

Then followed the usual journalistic routin of those days—a turn on newspapers in Sout Bend, a sojourn on the *Waterloo* (Ia.) *Times-Tribune*, later back to his home town and th *Indianapolis Sun* and *News*, thence to Pittsburgh and the *Chronicle-Telegraph*.

In 1914 Al joined the UP in Pittsburgh. Four years later they made him a salesma with headquarters in Indianapolis. He did suc a good job of organizing the Great Lakes territory, installing UP service throughout Michigan and adjoining states that UP promote him to central division sales manager wit offices in Chicago.

Al installed the first printers west of New York in his territory, which comprised everything from Canada to Mexico between Denver and Pittsburgh. He put in a printer circuit in 1920-21 from St. Paul into North Dakota. He printerized the Michigan state circuit after engineers said it couldn't be done.

In recognition, Al Harrison was transferred to New York as general sales manager of UP. He developed the UP financial wire, then struck out for what he thought might be broader fields. Al joined the John H. Perry interests, publishing weeklies in New York in 1924, then became affiliated with David Lawrence as eastern superintendent of Consolidated Press Assn.

(*Continued on page 64*)

Spot programs put your product in the Spotlight

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco

REPRESENTING LEADING RADIO STATIONS

Maybe you're interested in sponsoring a fifteen minute newscast —or an hour long musical. Whichever it is, *you'll be way ahead when you buy spot programs that are already well established on the air.* For these programs have built large listening audiences and are usually headed by well-known personalities who have demonstrated their selling ability.

There are many such good spot programs available, ready to go to work for your product tomorrow. A John Blair Man can tell you about the best of them, in markets that interest you. Call him in today – he's a good man to know!

Prove It **FIRST:-**
EXCLUSIVE
TEST MARKET
URBAN-RURAL
99% NATIVE BORN WHITE
No other Primary Signal is received in our area.
WSLB
OGDENSBURG, N. Y.
(MUTUAL)
The Walker Co., *Representatives*
✣
PROVE IT FIRST VIA WSLB AN IDEAL TEST MARKET

HORACE N. STOVIN
AND COMPANY
•
RADIO
STATION
REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

KWJJ
1000
WATTS
1080 KC
FULL TIME STATION
PORTLAND, OREGON
A B C NETWORK
STATION TIME
SPOT ANNOUNCEMENTS
CONTACT
Burn-Smith Company, Incorp.
551 Fifth Avenue
New York 17, N. Y.

307 N. Michigan Ave.
Chicago 1, Illinois

368 Chamber of Commerce Bldg.
Los Angeles 15, California

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by
John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

Personal NOTES

MERLE S. JONES, vice-president of the Cowles Broadcasting Co. and general manager of WOL Washington, is chairman of the radio station division of the 1945 Red Cross War Fund Drive in Washington metropolitan area.

ROGER W. CLIPP, president of WFIL Philadelphia, has been elected a member of the executive committee of the convention and tourist bureau of the Philadelphia Chamber of Commerce and Board of Trade. **I. D. LEVY**, chairman of the board of WCAU Philadelphia, and Mr. Clipp have been elected to the board of directors of the Bellevue-Stratford Hotel, Philadelphia.

KENNETH F. SCHMITT, former promotion and program manager of WIBA Madison, Wis., has been appointed station manager. **HOWARD A. JOHNSON**, national advertising manager of Capital Times and Wisconsin State Journal, Madison, has joined the station as business manager. Both are new titles.

ARTHUR L. PHELPS, professor of English at U. of Manitoba, Winnipeg, joins the international service of Canadian Broadcasting Corp. early in May, as director of United Kingdom and Commonwealth broadcasts, with headquarters at Montreal.

BILL TRADER has resigned as account executive of KPAS Pasadena, Cal.

PETER MILLAR succeeds **JOHN E. LOWRY** as commissioner of the provincially owned Manitoba Telephone System, owner of CKY Winnipeg and CKX Brandon. Mr. Millar is a director of the two stations, has been comptroller of the system for four years and is president and general manager of Canadian government-owned Defense Communications.

WATSON LEE, CBS account representative, has been given a three-month leave to serve as a "war theme" salesman for the War Adv. Council, selling advertisers and agencies on promoting war messages in their advertising copy.

WILLIAM E. RAMBO, advertising manager of KYW Philadelphia, has been placed in charge of the recently consolidated traffic and sales promotion departments.

KARL SUTPHIN, assistant sales promotion manager of the Blue network central division, in Chicago, succeeds **E. J. (Mike) Huber**, now advertising manager of the network [BROADCASTING, March 5] as sales promotion manager of the Chicago office.

EMANUEL SACKS, in charge of popular artists and repertoire for Columbia Recording Corp., has been elected a vice-president. Before joining CRC in 1940, Mr. Sacks was in charge of recording for Music Corp. of America and previously was head of the artists bureau and public relations at WCAU Philadelphia.

CHARLES RIKER has joined the sales staff of WQXR New York. Released from the Army, Mr. Riker goes to WQXR from Volitant Pub. Co., where he served as representative.

ROBERT PRIGMORE, from the sales departments of KALE KOIN and KGW Portland, Ore., and **TED KOOREMAN**, 15 years in radio selling with KALE, have joined KEX Portland as account executives.

New WOR Co-Op

TO REPLACE *Breakfast With the Fitzgeralds*, which moves to WJZ New York next month, WOR New York has signed Dorothy Kilgallen, columnist, and her husband, Dick Kollmar, theatrical producer. Program will be titled *Breakfast With Dorothy & Dick*, will originate from the Kollmar's home, with two children participating. Starting April 14, it will be heard Mon. through Saturday, 8:15-8:55 p.m. and on Sunday as *Brunch With Dorothy and Dick*, 11:30-12 noon. The Fitzgerald show now on WOR has a total of 13 sponsors with an average of five participations a day.

Radio's Role in Wartime Is Lauded by Col. Kirby

SPEAKING before the Washington Board of Trade March 5, Col. E. M. Kirby, chief of the Radio Branch, Army Bureau of Public Relations, told members that "listeners demand . . . more and more coverage of the war at home and at the front. To provide this," he continued," is the war mission of radio, the joint responsibility of the Army, the American broadcaster, and the advertiser."

In reviewing radio coverage of Normandy D-Day operations, Col. Kirby said commercial facilities could carry only 300,000 words daily, but through additional Signal Corps facilities, a record 460,000 words were delivered on D-Day. Signal Corps erected its own transmitter and on June 6 sent 67 still pictures at the rate of seven pictures a minute.

As "an outstanding example of wartime cooperation," Col. Kirby, a former public relations director of the NAB, cited NBC's public service work in presenting the *Army Hour*, underwriting the cost for lines, facilities, overseas circuits, orchestra and chorus. Also taking part in the Board of Trade radio night were NBC commentators Morgan Beatty, Richard Harkness and Leif Eid.

Davis Succeds Vinson As Economic Stabilizer

WILLIAM H. DAVIS, chairman of the War Labor Board, was named last week to succeed Fred M. Vinson as director of the Office of Economic Stabilization. Mr. Vinson has been appointed Federal Loan Administrator, the position formerly held by Ex-Secretary of Commerce Jesse Jones.

Named to head the WLB was Dr. George W. Taylor, formerly vice-chairman of the Board. Dr. Taylor has been an active participant in several cases before the Board involving the American Federation of Musicians and on occasion has severely reprimanded the musicians' union for defiance of the Board's directives. In his new post, Mr. Davis will be responsible directly to James F. Byrnes, director of the Office of War Mobilization & Conversion.

WCAM Trouble

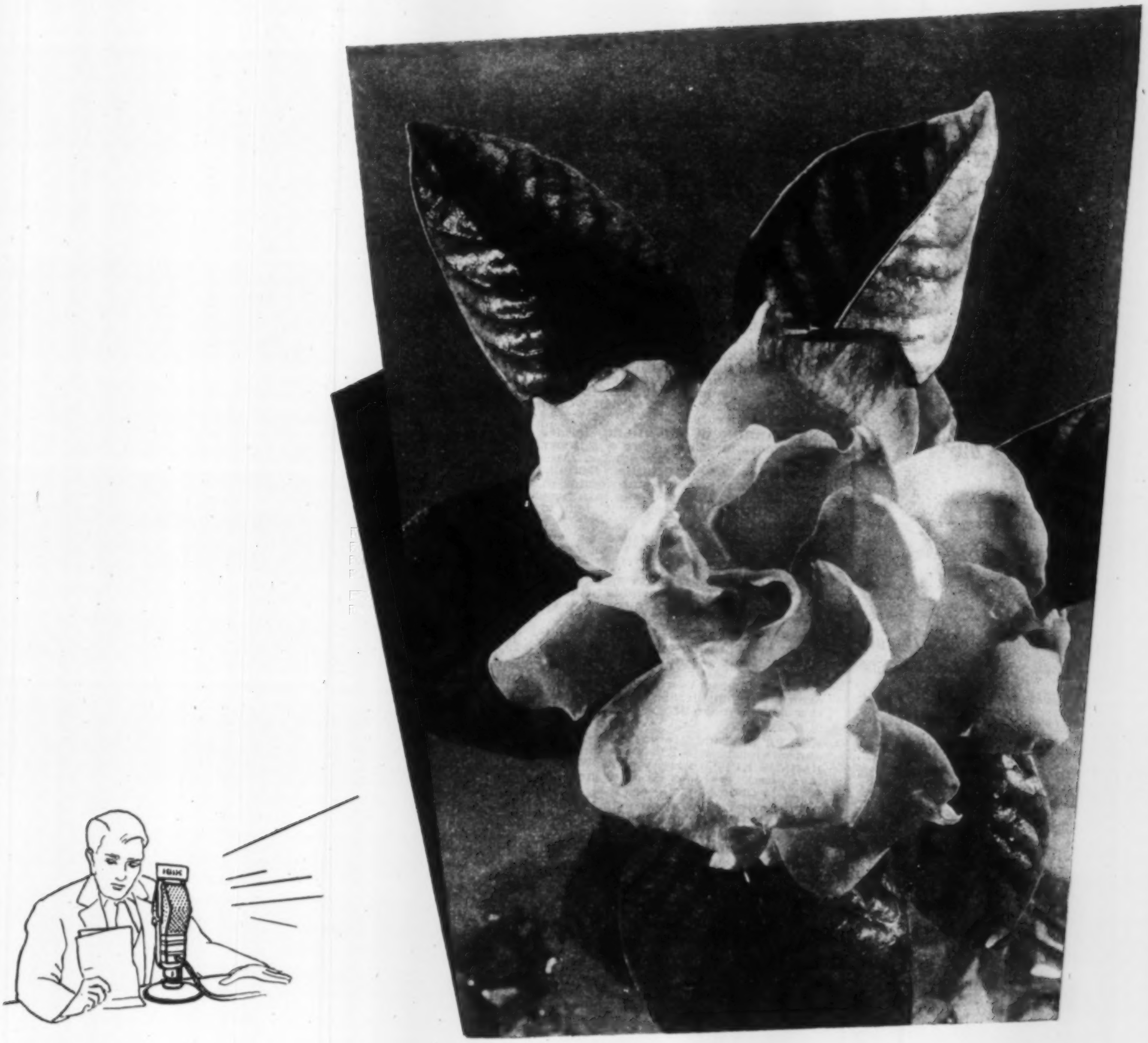
POLICE had to be called to maintain order at municipally-owned WCAM Camden, N. J. when more than 150 followers in the studio audience of Rev. Charles V. Gilmore protested vehemently because the reverend's weekly program, *Old Fashioned Gospel Hour*, was cut off the air for the second time for deviation from the submitted script. The station substituted recorded religious music instead of the regular program but was unable to make its station identification announcements from the studio, necessitating the sending of an announcer to another microphone in Camden Convention Hall. According to station manager William H. Markwood, Rev. Gilmore was refused permission directly before broadcast time to include a speech by a colleague not mentioned in the approved script. After the program was on for six minutes he proceeded to introduce the guest speaker and the studio engineer intervened.

NO
WHITE
MEAT ON
TURKEY
FOOT (Ky.)!

Turkey Foot (Kentucky) is a real town, all right, and the people there are probably included as part of *somebody's* "rich, prosperous audience". But actually, the pickings there are pretty skinny, and WAVE makes no bones of *not* covering them! Here in Kentucky the *really* worth-while business is in WAVE's Louisville Trading Area, whose million-or-so *really* prosperous inhabitants account for an actual majority of the State's *entire retail trade.* What will you have—feet or breast?

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . N.B.C
FREE & PETERS, INC.
National Representatives

WLAW
SERVING INDUSTRIAL N.E
5000
WATT STATION
680 KC
Serving
New England's
3rd LARGEST
CONCENTRATED
AUDIENCE
WLAW, LAWRENCE
MASSACHUSETTS
National Representatives:
WEED & CO.



the commercial that blooms for a day

Success in advertising is more a matter of repetition than perfection. The "one perfect announcement", heard once, obviously will not produce the volume of sales provided by a workmanlike consistent schedule.

With this in mind, WDRC's rate policy has been *and is* to encourage consistent and successful advertising in The Hartford Market.

There is only one rate on WDRC.

It's the same rate for national, regional and local advertisers. It's a low rate for coverage of the entire Hartford Trading Area.

It's a rate purposely made still more attractive by worthwhile discounts for frequency.

WDRC invites inquiries from the advertiser who knows that frequent, consistent advertising will make his message *stick* and merchandise *move*.

Write Wm. Malo, Commercial Manager, WDRC, Hartford 4, Connecticut.

1 COVERAGE 2 PROGRAMS 3 RATE
GET ALL 3 ON WDRC

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

BASIC CBS
Connecticut's
Pioneer
Broadcaster

Miss Kay Brown
Young & Rubicam, Inc.
New York City, N. Y.

Dear Kay:

Goin' thru Miss 580's waste basket today . . . she's the gal who does our Women's 580 Club show . . . I saw where she offered a free booklet on the "A B C's of Bread Baking" to her listeners and got over 500 requests for it right away. Must be a pretty good booklet if she's offering it and I thought maybe you'd like a copy, would you? You see, this Miss 580 really investigates everything and makes sure it's O.K. before she offers it to her listeners. I guess that's why they have so much confidence in her. She got a letter just today from a listener asking Miss 580 to buy her a layette for the baby she's expecting. Yep, we give all kinds of service to our listeners. Let me know if you want that baking booklet, will you?

Yrs,
Algy

PS: We give service to our advertisers, too. Ask any Branham man about that!

WCHS
Charleston, W. Va.

BEHIND the MIKE

WYN SHELDON has replaced **LEW CLAWSON** as program director WWVA Wheeling, W. Va. Mr. Sheldon, since 1943 WWVA announcer, was formerly with WLBZ Bangor, Me. Mr. Clawson has been inducted into the Army.

JAMES W. MORGAN, art and promotion director of WSPA Spartanburg, S. C., is the painter of a mural of the Spartanburg Municipal Airport executed for the Chamber of Commerce. **STERLING WRIGHT**, the station's director of special events, entered the Merchant Marine March 5.

JOHN ALEXANDER, recently with WLAV Grand Rapids, and **HAL BARKUS**, are now on the announcing staff of WJNO West Palm Beach. Mr. Barkus previously had left WJNO to join WCAU Philadelphia.

ENS. BARRON W. CHANDLER, former NBC guide, for three years a prisoner of the Japanese, was freed when Gen. MacArthur's forces captured Manila. Suffering from machine-gun wounds in both legs. Ens. Chandler was in a hospital on Corregidor when it fell to the Japs.

LOUIS AIKEN has resigned as announcer at WJNO West Palm Beach to join WIS Columbia, S. C.

JOHN KELLY has resigned as publicity director of WIP Philadelphia. **RALPH H. MINTON**, promotion director, takes over the post.

JESSE H. BUFFAM, agricultural director of WEEI Boston, has been appointed State Coordinator of Emergency Farm Labor by Gov. Maurice J. Tobin of Massachusetts. Post is in recognition of his leadership of farmers through his program, Farmers' Almanac of the Air.

KEN FINLEY, until recently a B-24 pilot and previously with KFPY Spokane, and **BARNEY KEEP**, formerly of KGW Portland, Ore., are now announcers with KEX Portland.

DON DARCY, Broadway manager, has joined the production staff of the NBC television department.

ADELE SABBAGH has joined WCOP Boston as continuity writer. She was formerly with NBC New York news and special events.

CPL. BOB ROBERTS, former announcer of WPEN Philadelphia, now doing radio work in the Army, is the father of a boy. Mrs. Roberts is the former **MARILYN HUDOME**, at one time of the WPEN program department.

JOHN RALEIGH, news analyst of WCCO Minneapolis, is the father of a girl.

JAMES DOOLITTLE, former freelance producer, has joined Neblett Radio Productions as Midwest sales manager.

BOB TERRY is new publicity director for KXOK St. Louis. He has been a staff announcer.

PAUL HODGES, WKRC Cincinnati m.c. for Arriving or Leaving and Kwestionite, on Feb. 15 married Thelma Stein of Cincinnati.

GIL KRIEGEL, formerly with WNYC New York, has joined WQXR New York as announcer.

TED MAILLIE, producer, formerly with WMCA New York, has joined Frederic W. Ziv Inc., New York, radio production firm.

JACK SLATTERY, chief announcer of KNX Hollywood, has resigned to freelance.

NELSON KING, WKRC Cincinnati sales promotion manager, has been made production manager. **EDWARD E. HALE**, former director of field operations, merchandising and research division at WLW Cincinnati, succeeds Mr. King as sales promotion manager.

LT. ROBERT G. HARNACK, former writer-producer with WFMJ Youngstown, is in the Philippines as a communications officer.

GEORGE DINNICK, former continuity writer and announcer at WRUF Gainesville, Fla., has joined the announcing staff of WSAV Savannah, Ga. Mr. Dinnick recently returned from overseas duty as civilian aircraft technical representative of Douglas Aircraft Corp. **BILL DONEGAN** is another addition to the WSAV announcing staff.

WHO Newsmen Shift

WAR correspondents of WHO Des Moines received shifts in assignment last week. Jack Shelley, manager of the news department, returned from five months in the European Theatre March 6. He is booked for a speaking tour of Iowa, Minnesota and Nebraska. Herb Plambeck, on his second trip abroad, arrived in Paris last week and started cable reports and regular broadcasts on arrival. Maj. Frank F. Miles, on the Italian front since last September, has been transferred to the western front in Germany. WHO carries a daily schedule of several direct rebroadcasts or transcribed interviews by its own staff from the various fronts.

OTIS PARKER, former vocational agriculture teacher in Oklahoma, has been named associate farm reporter of WKY Oklahoma City, assisting **EDD LEMONS**.

HARRINGTON E. CRISSEY, program manager of WGFM, General Electric FM station in Schenectady, is the father of a boy.

ANDREW COWAN, CBC war correspondent, has resumed his duties at the CBC Toronto offices, and will coordinate rehabilitation programs. He has been overseas since 1942.

FRED BRIGGS, announcer with WJW Cleveland, Feb. 24 married **BETSY O'CROTTY**, formerly in production and publicity at CBS Hollywood, and now in the SPARS.

CAREY SMITH has joined WCOS Columbia, S. C. as assistant continuity writer. **HARRY SNOOK** is now with the program department.

BOB GREER has joined WMPS Memphis as production assistant to **ROBERT HOBGOOD** after four years with WREC Memphis. **M. J. VOSSE**, former advertising director for Sears, Roebuck & Co. Memphis store, is new WMPS promotion director.

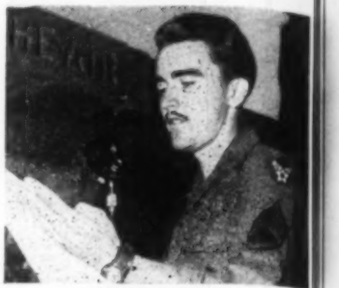
JAMES CONNELLY, of the Blue Network station relations department, New York, has been appointed manager of station relations in Blue central division.

JAMES SHELTON, WROK Rockford, Ill., announcer, is the first of the station's men back from the service. He was three years in the Army Medical Corps.

DAVID M. SMALKIN, formerly with U.P. and released from the Navy, has joined the Blue Hollywood news staff.

BILL ERIN, former sports commentator and program director of WIZE Springfield, O., has joined KGO San Francisco as announcer. **JAMES MOSER**, formerly with the San Francisco Examiner, and **HUGH ELLIOTT**, released from the Army, have been added to the KGO news writing staff.

RCA Communications Inc., New York has reestablished direct radiotelegraph service during the last ten days with Brussels, and with the Netherlands. Circuit to the Belgian capital resumed operation March 4, offering government and press message service for the first time since the German occupation.



VOICE of "Voice of the Cottontails," GI radio station in Italy, is S/Sgt. John J. Stranahan, who as a civilian, was an announcer with WICA Ashtabula, O. The sergeant wears the Air Medal with four clusters and the Purple Heart, and the latest report was that he had but one mission to fly to complete his tour. "Cottontail" station was built out of salvaged radio and airplane parts [BROADCASTING, Jan. 8].

UP Sport Service

UNITED PRESS is giving special attention to sports events news for its radio clients with the introduction of a new plan providing for coverage by special "radio correspondents". Plan will be confined for the present to the Madison Square Garden fights, and major track and basketball meets in New York and Chicago, but after the war the system will be set up on a national basis. These events, heretofore covered by regular UP newsmen, and the copy rewritten and slanted for radio service at the desk, are now being covered by radio reporters, who select special features appropriate for broadcasting, and file their stories by telegraph wires from the event, using radio style and language.

Race Relations

RADIO'S record in the field of race relations is not good but is better than that of the movies, according to Dr. Lawrence D. Reddick, curator of the Schomburg Collection of Negro Literature of the New York Public Library. In a statement issued in connection with the presentation of an award to Nathan Straus, president, WMCA New York for *New World A-Coming*, Negro series, Dr. Reddick noted a trend towards improvement in the attitude towards the Negro and notably fewer instances of derogatory treatment.

KORN KOBBLERS

RADIO'S LONGEST LIST OF SATISFIED SPONSORS:

Nolde's Bread	WGH
Hudepohl Beer	WSOC
Frankel Clothes	WHIO
Arkansas Radio Co.	KARK
Chevrolet	WEEU
Rubel's Bread	WCPO

(TO BE CONTINUED)

FROM THE HOUSE OF HITS
FREDERIC W.
ZIV
COMPANY
2436 READING RD. CINCINNATI, OHIO
NEW YORK HOLLYWOOD

Available . . .

DUG-OUT INTERVIEWS - *7 Quarter-Hours Wkly. - 24 Wks.*

SCOREBOARD - *7 Quarter-Hours Wkly. - 24 Wks. . . .*

BEFORE and AFTER

Exclusive

WHITE SOX BASEBALL BROADCASTS

over

WJJD

20,000 WATTS

Chicago's Largest Independent Station

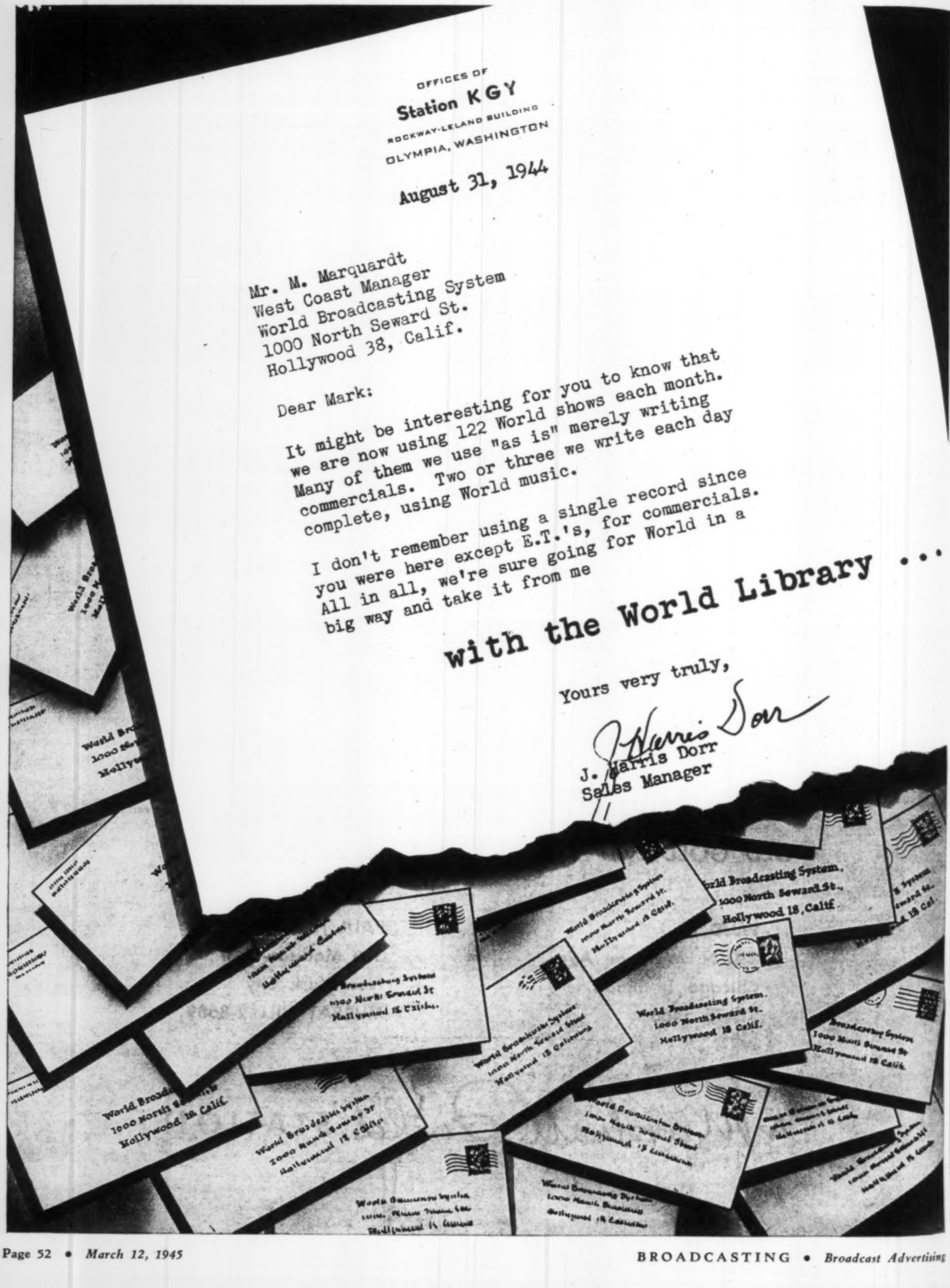
WALGREEN DRUG CO. *again sponsors games for 7th consecutive year.*

OLD GOLD *again co-sponsors games for the 2nd consecutive year.*

WJJD Inc.,
230 N. Michigan Ave.,
Chicago 1, Illinois.
STATE 5466

PAUL H. RAYMER,
366 Madison Ave.,
New York City
MURRAY HILL 2-8689

A *Marshall Field* STATION


World Broadcasting System,
1000 North Seward St.,
Hollywood 18, Calif.

OFFICES OF
Station KGY
ROCKWAY-LELAND BUILDING
OLYMPIA, WASHINGTON

August 31, 1944

Mr. M. Marquardt
West Coast Manager
World Broadcasting System
1000 North Seward St.
Hollywood 38, Calif.

Dear Mark:

It might be interesting for you to know that we are now using 122 World shows each month. Many of them we use "as is" merely writing commercials. Two or three we write each day complete, using World music.

I don't remember using a single record since you were here except E.T.'s, for commercials. All in all, we're sure going for World in a big way and take it from me

with the World Library ...

Yours very truly,

J Harris Dorr

J. Harris Dorr
Sales Manager

TIME-SALES TIP!

anybody can go out and sell his head off!

THIS letter from a Northwest broadcasting station is typical of the mail we get—day after day.

No wonder it's enthusiastic! The 3900 selections in the World Library give stations material to cover every program requirement! Then World continues to send them up-to-the-minute entertainment—big-name artists and orchestras, latest hits, the kind of programs that attract and hold radio audiences.

World presents this high-quality talent at its very best. World's famous Vertical-Cut Wide Range Transcriptions, developed by the Bell Laboratories and Western Electric, are famous for fidelity.

Notice that last sentence in the letter above? It shows the profitable use stations are making of World's Continuity Service. This gives them seventy-eight expertly-written shows each week—ready to go on the air as sustaining or sponsored programs.

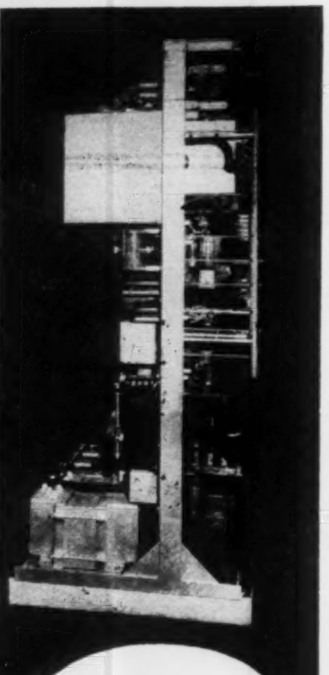
If you'd like to know more about the help World is giving to over three hundred leading stations, just drop us a line. World Broadcasting System, Inc., 711 Fifth Ave., New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING
SYSTEM, INC.

A subsidiary of Decca Records, Inc.

NEW YORK · CHICAGO WBS HOLLYWOOD · WASHINGTON



The Chassis that started a trend

NO one ever saw a broadcast transmitter built like this until Western Electric introduced its now widely used 1KW in 1939.

For the first time, all electrical apparatus—with the exception of three door switches—was assembled on a central structure. Providing accessibility never before attained, this revolutionary idea made an immediate hit with broadcast engineers.

The kind of thinking by Bell Labs men that led to this outstanding improvement—and to many other innovations which have become almost standard practice in the industry—is your assurance of still finer Western Electric equipment after the war.

Distributed by GraybaR

Buy War Bonds—and hold them!

Western Electric

Agencies

LAWRENCE HUBBARD, research director of Duane Jones Co., New York, has been appointed chairman of the monthly Radio in Wartime luncheons of the New York chapter of the American Marketing Assn., succeeding George Allen, manager of the Cooperative Analysis of Broadcasting.

THOMAS F. BRENNAN and Alfred Eichler, copywriters at Ruthrauff & Ryan, New York, have been appointed associate copy directors.

HARRY DODSWORTH, copywriter, formerly with Kenyon & Eckhardt, New York, has joined Arthur Kudner Inc., New York.

E. L. DOSCH, formerly in new product development, merchandising and research division of Vick Chemical Co., has joined the plans-merchandising department of N. W. Ayer & Son, Philadelphia.

J. P. McKINNEY & SON, station representative, have moved their Hollywood offices to 1651 Cosmo St.

LYLE JOHNSON has joined Lewis & Gilman, Philadelphia agency, as account executive.

LOUIS DEAN, former radio director of Arthur Kudner Inc., New York, has returned to the agency in an executive capacity and will work on the General Motors account. Mr. Dean left the agency in 1941 to help establish the domestic radio set-up for the Coordinator of Inter-American Affairs, with Don Francisco, radio head. A year later he joined the William Morris Agency, New York, as an executive in the radio department.

FREDERIC KAMMANN, manager of the Cincinnati office of Roy S. Durstine Inc., New York, and William E. Dempster, creative head of the New York office, have been elected vice-presidents.

JANE GLENN, formerly of the CBS Hollywood press information staff, has joined N. W. Ayer & Son as assistant to Jean McFarland, West Coast radio publicity director.

BUCHANAN & Co., to service film company accounts, will establish Hollywood offices with Arthur Menken, former war correspondent, as manager.

LUNCHEON AND LIVE DISCUSSION went hand in hand when Garfield & Guild, San Francisco agency, staged a recent get-together of all media representatives to promote better understanding of the firm's principles underlying current campaigns. Representing radio corner are (l to r): Ken Craig and Dave Green, production manager and spot sales account executive respectively of KQW; Dave Sandeburg, Northern California manager of Paul Raymer Co.; Dave McKay, spot sales account executive of KJBS; Frank Samuels, Blue western division sales manager; Morton Sidely, commercial sales manager of KSFO.

FRANK B. McELMOYL resigns March 15 as assistant manager of the sales promotion and merchandising department of McCann-Erickson, New York, to join F. J. Low Co., New York, as vice-president in charge of merchandising, sales promotion and public relations. Mr. McElmoyl was associated at one time with RCA Mfg. Co., Camden, where he created sales promotion and merchandising ideas for radio sets and electronic devices.

ESSIG Co., Los Angeles and Chicago, is setting up a department to service baking industry accounts under management of J. Franklin Dorsey, and is opening a New York office, temporarily located at 122 E. 42nd St. Mr. Dorsey, now in New York to set up the new branch, goes to Essig from Milprint Inc., where he has directed baking industry activities.

JENNISON PARKER, former copy chief and account executive of Glasser-Galley & Co., Los Angeles, has joined the Mayers Co., Los Angeles agency.

GEORGE IRWIN, writer-producer-announcer of Smith, Bull & McCreery Adv., Hollywood agency, has resigned to freelance.

LUCIANNE HOWELL, former division manager of Carson Pirie Scott Co., Chicago, has joined Olian Adv. Co., Chicago, as account executive and copywriter.

BOB SIMPSON, formerly of Rai Purdy Productions Ltd., Toronto, has joined Young & Rubicam, Toronto, as radio director.

Canadian Loan Drive

PLANS are nearing completion for radio publicity for the Eighth Victory Loan campaign in Canada which starts April 23 for a three-week period to raise $1,500,000,000. The National Radio Committee of the Advertising Agencies of Canada, has planned 5 one-hour Victory Star Shows, with leading screen, stage and radio stars, war correspondents and other overseas personnel. These start April 18 and will be carried on all Canadian stations for four Wednesday evenings and one Sunday evening. Five half-hour evening programs will be carried on all stations. There will be about 25 five-minute recorded programs. These will be spotted at various times of the day on all stations.

Battle Area Service

PRESS WIRELESS Inc. is now transmitting radiophotos from the European battle area over one of its 400 mobile transmitters, which also carries radio telegraph and radiotelephone service, it was announced last week. According to Press Wireless, this is the first time transatlantic radiophoto service has been available from a battle area over a commercial 400 w transmitter.

1st CHOICE IN CHATTANOOGA IS

WDOD

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

first IN (1) AUDIENCE, (2) PUBLIC SERVICE, (3) RESULTS

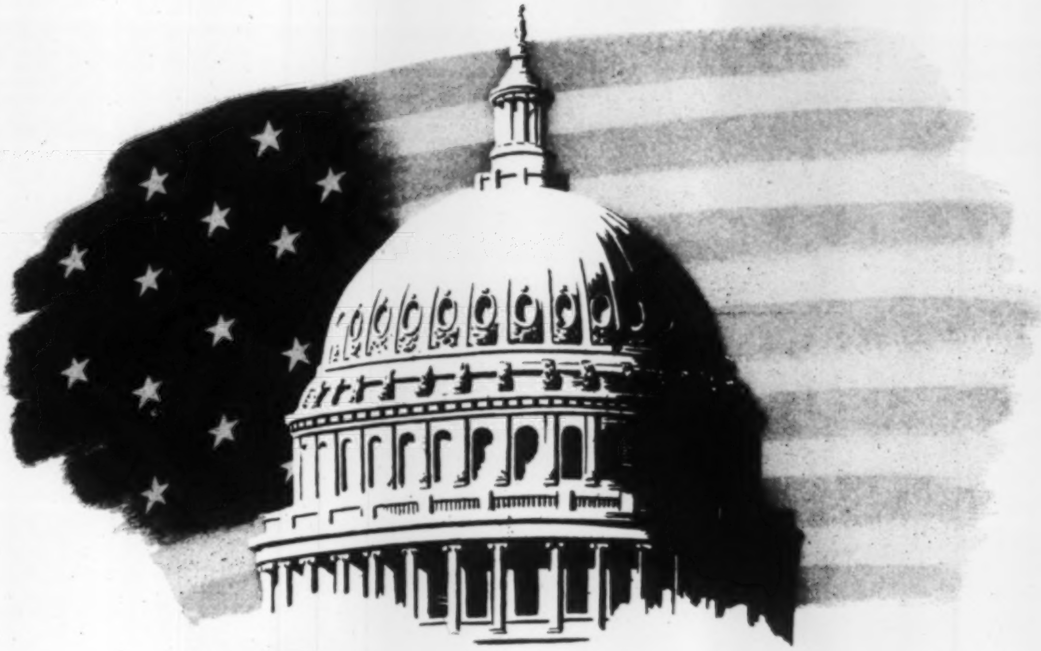
Today's BEST BUYS

AUDIENCE TESTED FOR BUSY TIME BUYERS

A full page of them in the April 2 issue of BROADCASTING on stations

REPRESENTED BY RAMBEAU

CHICAGO • NEW YORK • HOLLYWOOD



Confidence

1070 Kilocycles
A CLEAR CHANNEL
5000 WATTS

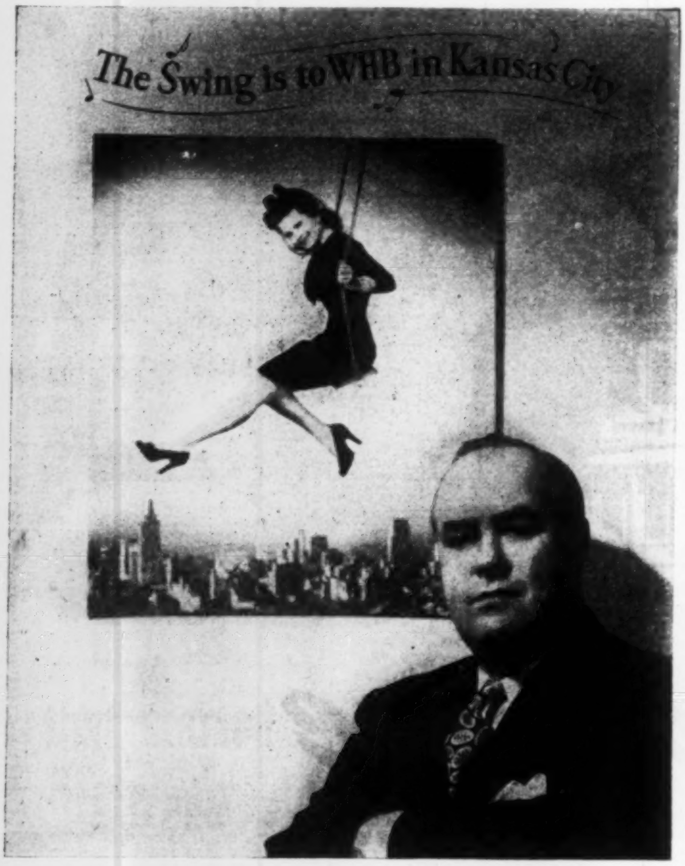
● The confidence of the public in WIBC, and in advertising offerings over this station, is shown everyday in the week by the high quality and generous quantity of listener response. Engendered principally by the strict censorship which the station exercises over advertisers and products for the protection of its listeners, this confidence is further supported by the close affiliation of the station with *The Indianapolis News*—Indiana's leading newspaper. WIBC has the coverage, and the influence, to do a complete merchandising job in Central Indiana, Eastern Illinois and Western Ohio.

Represented Nationally by John Blair & Co.

A *Mutual* STATION WIBC

INDIANAPOLIS, IND.

AFRA Fundfest held Feb. 17 to raise funds for returning service men to supplement provisions of the GI bill brought in $5,000 to the Washington, D. C., local of the union, Gunnar Back, CBS announcer and president of the local, announced last week. The fund will be made available to all Washington AFRA members upon their return from the service.


The Swing is to WHB in Kansas City

Meet WHB's John Wahlstedt—
"The Cook Tenor"...and our Program Director

Do not mistake this stern-visaged gent for a Federal Judge or a member of the U. S. Senate. He's 237 pounds of Swedish tenor who has been a fixture at WHB since 1932. He began, and continues, as "The Cook Tenor", and in more than a decade has appeared on some 6080 half-hour programs sponsored by the Cook Paint & Varnish Company. In 1942, when Dick Smith became WHB's War Program Manager for the duration, John took over Dick's former duties as Program Director.

As background, he has a Bachelor's degree in engineering from the University of Kansas; a Master's degree in education; and fifteen years' teaching experience. He left his position as Vice-Principal of Kansas City's East High School to devote his full time to WHB. He's a Shriner; a Jester; "the worst golfer in the state" (his claim); and he loves to hunt and fish, and fish and hunt.

Meanwhile, he not only continues to sing daily on WHB for Cook's.. but he's proud to sing in WHB's praise as the result of a Kansas City radio-station program-survey just completed by the Merchants' Association. Tabulated, here are the facts:

RETAIL RADIO SURVEY
Kansas City Merchants Association
Tabulating 600 replies to 4775 questionnaires sent by the Association to home-makers in this area.

Question: "Which radio station in Kansas City do you most prefer for Shopping Programs?"
Answers: WHB 364 votes........60%
Station B 87 votes........14%
Station C 47 votes........ .078%
Station D 17 votes........ .028%
Station E 5 votes........ .008%

Question: "Do you listen regularly to any of the Shopping Programs which are now on the air?"
Answers: Of the 600 replies, the following mentions were made:
WHB—"Mary Jane on Petticoat Lane" 228 mentions 38%
WHB—"Sandra Lea" The Plaza Shopper 174 mentions 29%
Station B — Downtown Store Program 139 mentions 23%

For WHB Availabilities, 'Phone DON DAVIS
at any of these "SPOT SALES" offices:

KANSAS CITY . . . . . Scarritt Building . . . . . HArrison 1161
NEW YORK CITY . . . 400 Madison Avenue . . . ELdorado 5-5040
CHICAGO . . . . . 360 North Michigan . . . . . . FRAnklin 8520
HOLLYWOOD . . Hollywood Blvd. at Cosmo . . HOllywood 8318
SAN FRANCISCO . . . . . 5 Third Street . . . . . EXbrook 3558

WHB
KANSAS CITY
This is Mutual
1000 WATTS-880KC.

KEY STATION for the KANSAS STATE NETWORK
Kansas City, Missouri • Wichita, Kansas • Salina, Kansas • Great Bend, Kansas • Emporia, Kansas

Radio Advertisers

BOOK-OF-THE-MONTH CLUB, New York, which previously went off the air at the conclusion of sponsorship of New Friends of Music Concerts on WQXR New York, will continue on the air this season with a weekly 55-minute program presenting the Budapest String Quartet. Series started March 11 and will run 13 weeks. Club last month started Author Meets Critic on WHN New York. Agency is Schwab & Beatty, New York.

MILANI FOOD PRODUCTS Co., Chicago (1890 French dressing), expanding its southern California campaign on March 5 for 52 weeks started sponsoring locally the five-weekly Blue program, Private Lives of Ethel & Albert, on KECA Los Angeles. Agency is Garfield & Guild Adv., Los Angeles.

D. L. & W. COAL Co., Buffalo (Blue coal), on March 25 renews to April 15 The Shadow on 17 CBC Dominion network stations Sun. 5:30-6 p.m. Agency: Vickers & Benson, Toronto.

S. C. JOHNSON & SON, Brantford, Ont. (floor polish), on April 3 renews for one year Fibber McGee & Molly on 24 CBC Trans-Canada network stations. Agency: Needham, Louis & Brorby, Chicago.

SPERRY FLOUR Co., San Francisco (flour, cereals), on March 19 replaces Dr. Kate with One Woman's Secret on 9 NBC Pacific stations, Monday through Friday 4-4:15 p.m. (PWT). Agency: Knox Reeves Adv., San Francisco.

HUDSON BAY Co., Winnipeg (department stores), on March 12 started Rhythm and Romance on 10 western CBC Trans-Canada stations Mon. 8:45-9 p.m. Agency: Cockfield Brown & Co., Winnipeg.

HASS BARUCH & Co., Los Angeles (grocery products), using daily spot announcements on KNX Los Angeles, on March 1 started a similar schedule on KFI Los Angeles. Contracts are for 52 weeks. Robert Smith Adv., Los Angeles, has account.

SOUTHERN PACIFIC Co., San Francisco (railroad), in a campaign to recruit new employes, on March 1 started a schedule of 15 spot announcements weekly on KMPC Hollywood. Contract is for 52 weeks. Agency is Foote, Cone & Belding, San Francisco.

AMERICAN HOME PRODUCTS Corp., New York, effective March 6 will begin sponsorship of a quarter hour news show on WMAQ Chicago, Sat.-Sun. 10 p.m. Tues.-Thurs. 10:15 p.m. (CWT). Contract for 52 weeks was placed by Dancer-Fitzgerald-Sample, Chicago.

CONSOLIDATED Royal Chemical Corp., Chicago (Krank's Shave Kreem), has appointed Russel M. Seeds Co., Chicago, to handle its advertising. Account was formerly handled by Campbell-Ewald Co., Chicago.

STERLING Drug Inc., New York, has leased a 43-story building at 1450 Broadway to house offices now at 170 Varick St., divisions and subsidiaries located in other parts of the city. Some divisions will move in immediately.

THRIFTY DRUG Co., Los Angeles (Southern Cal. chain), complying with new policy instituted by KFI Los Angeles March 1 replaced five-weekly quarter-hour commentary team of Jose Rodriguez and Sidney Sutherland with Carveth Wells, news analyst. Firm also sponsors five-weekly quarter-hour Hollywood Spotlight and Baukhage Talking as well as The Green Hornet and Theatre of the Air, once per week on KECA Los Angeles. Agency is Hillman-Shane-Breyer, Los Angeles.

KENU PRODUCTS Co., Los Angeles (cleanser), in a 30-day campaign is sponsoring a schedule of transcribed one-minute announcements and chain breaks on 7 San Francisco and Portland stations throughout March. List includes KPO KQW KGO KFRC KJBS KOIN KGW. Firm on March 25 starts weekly quarter-hour program, Fighting Front Facts, on KPO San Francisco to last 52 weeks. Little & Co., Los Angeles, has account.

PALM DAIRIES Ltd., Calgary, has started spot announcements on 6 western Canadian stations. Account was placed by J. J. Gibbons Ltd., Vancouver.

BROWN'S BREAD Ltd., Toronto has started daily transcribed spot announcements on CKEY and CFRB Toronto and CHML Hamilton: Account was placed by McConnell, Eastman & Co., Toronto.

CROWN BRAND PAINT Co., Toronto, has started spot announcements on a number of Toronto stations. Account was placed by McConnell, Eastman & Co., Toronto.

B. C. TREE FRUITS Ltd., Vancouver (apples) has started 3 daily spot announcements on CKEY Toronto. Account was placed by Canadian Adv. Agency, Montreal.

NONSUCH Ltd., Toronto (cleanser), has started quarter hour programs weekly on a number of Ontario stations. Account was placed by Ellis Adv. Co., Toronto.

EX-LAX Ltd., Montreal (laxative) has started 10 transcribed announcements weekly on a number of Canadian stations. Account was placed by Cockfield Brown & Co., Montreal.

MACY JEWELRY Co., Hollywood, on March 5 started five-weekly quarter-hour of recorded music, Floretta's Musical Jewel Box on KFAC Los Angeles. Contract is for 26 weeks. Adolph Wendland Adv., Los Angeles, has account.

PETER DOELGER Malt Products Corp., Harrison, N. J. is adding participation on WOR New York Martha Deane program for its new chocolate syrup, Blacow. Product currently also is advertised on WAAT Jersey City. J. M. Mathes Inc., New York, is agency.

REPUBLIC PICTURES Corp., New York, to promote "Utah" which opened in New York March 10, is using spot announcements on WJZ WOR WOV WHOM WNEW WINS WHN WLIB. Advertising budget is $15,000 for all media for the New York showing. Agency is Donahue & Coe, New York.

SUNSET OIL Co., Pacific Coast independent petroleum company, after a long advertising lull, is now using newspapers extensively and is making plans for use of radio on the West Coast. Agency is Brisacher, Van Norden & Staff, Los Angeles.

RELIGIOUS TRANSCRIPTION LIBRARY
•
Instrumental, Vocal, All Types
Nationally Known Artists
16-inch-33 1/3 R. P. M.
WRITE FOR DETAILS •

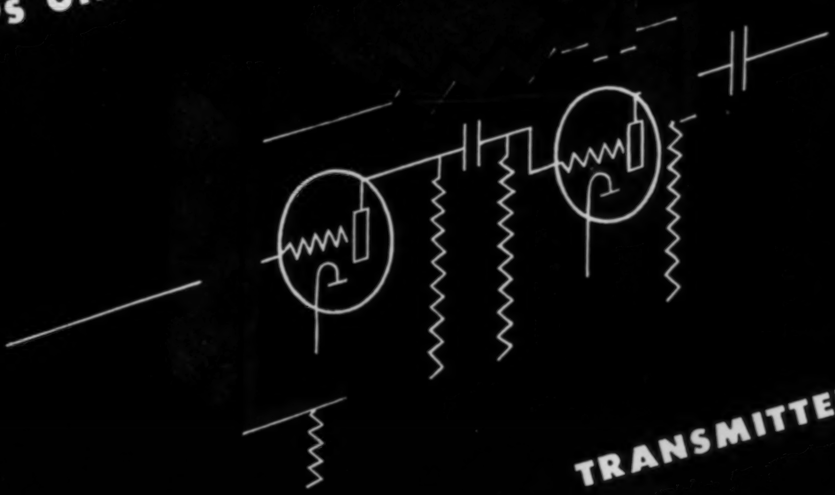
CAMPUS CHRISTIANS
427 WEST 5th STREET
LOS ANGELES 13, CALIFORNIA

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

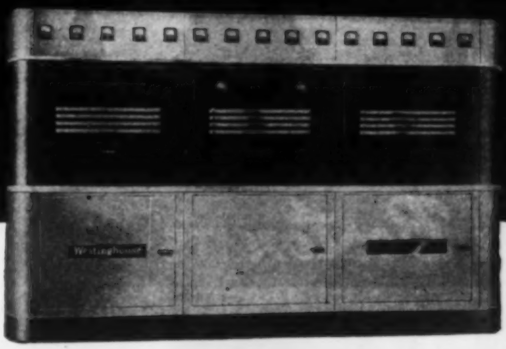
28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED
New York, Chicago,
Detroit, Atlanta
San Francisco

HERE'S ONE OF THE SECRETS OF HIGHER FIDELITY



IN WESTINGHOUSE TRANSMITTERS



Easy operation is another keynote of the smartly-styled Westinghouse 5kw transmitter . . . one master switch puts the transmitter on the air and cuts off power at close of broadcast day. Controls reset automatically whenever overloads occur in any circuit for any reason.

Here's one of the secrets of the higher fidelity in Westinghouse 5 and 10kw transmitters: it's called equalized audio feedback (see drawing) and it's an outstanding contribution to higher signal fidelity.

Equalized audio feedback strengthens the already high fidelity of the audio and modulation circuits in Westinghouse transmitters, and reduces audio distortion to even lower limits. The system is independent of any variation in rectified antenna output.

Control-simplicity, economy and high fidelity are natural partners of the solid dependability you find in the complete line of Westinghouse transmitters . . . 5, 10 and 50kw AM and 1, 3, 10 and 50kw FM. Your nearest Westinghouse office has all the facts on these newest achievements in faithful transmitter operation designed by Westinghouse . . . the oldest name in broadcasting. Westinghouse Electric & Manufacturing Company, P. O. Box 868, Pittsburgh 30, Pa. J-08110

XXV—RADIO'S 25TH ANNIVERSARY—KDKA

Westinghouse

Electronics at Work

KFH--*News*

MEMO:

Keep it Brief Simple and Lots of it!

• **George Gow**, Editor of KFH News Bureau, came to KFH with a powerful background of newscasting with network personalities in Washington, D. C., and Cincinnati. At KFH he fills a big job in top-flight manner—with notable listener gains for KFH News.

That's why KFH advertisers are in good hands as well as in good company when they reach the **entire** Wichita market through KFH and KFH news.

Wichita is a Hooperated City

Get the facts from Petry

In Kansas' Biggest and Richest Market, they depend for the **facts**, on,

KFH

WICHITA

CBS **5000 WATTS DAY & NITE** **CALL A PETRY OFFICE**

IN *Boston* IT'S

WHDH

850 on Your Radio Dial

5000 WATTS

National Sales Representatives • **SPOT SALES, INC.**, New York • Chicago • San Francisco

Other Fellow's VIEWPOINT

Wrong Impression

EDITOR BROADCASTING:

In your issue of March 5, in reporting the proceedings before the Commission concerning FM allocations, on page 72 you make this statement:

> "Maj. Armstrong, again taking the stand, corrected his testimony of Wednesday * * *"

This statement, as you phrase it, gives the impression that there was something wrong with my testimony which had to be modified. The fact is that the corrections which were made by me dealt with the correction of stenographic errors in the recording of my previous testimony, and I so stated before taking the stand.

The reason it was necessary to make those corrections immediately and on the stand, instead of making them in the usual informal way, was that the corrections were necessary as a foundation for subsequent testimony.

The only statement of mine which was questioned, and which I felt called upon to modify, was the following. Mr. Allen questioned my testimony that a certain area, under certain conditions of interference, would be served perfectly 100% of the time. Mr. Allen was quite right and I admitted the error. *It would be only 99 and 99/100% perfect*, and I stated that I did not know how to figure these matters any more accurately than that.

I trust you will give this matter equal prominence to that of the article calling attention to the corrections.

MAJ. EDWIN H. ARMSTRONG

News From Home

EDITOR BROADCASTING:

After being here in France some little time, an issue of BROADCASTING caught up with me and I wish to express my appreciation for it. News from home is always wonderful and news of the industry is no less enjoyed.

Thank heavens the industry is going ahead with its plans for FM, television, facsimile, etc. It will be an even greater game to come back to. Like all other free-thinking Americans, I am incensed over the actions of Petrillo—men in service do not like people who act and think along his lines. We are trusting those still at home to keep the house in order for our return.

I'd like to put in my word for the grand job done by all overseas units representing American radio, the shortwave stuff and the cooperation of the BBC. Their work is held in great respect by all men overseas. Just the other day we managed to buy a German-made radio for five times its value. Even so, we're like kids on Christmas morn with it and it will go constantly until worn out like everything else German.

Minnesota Poll

A STATEWIDE survey of the Minnesota Poll, conducted by the *Minneapolis Star-Journal & Tribune* found 61% in favor of "the idea that all Congressional debates in Washington on national issues be broadcast by radio." Opposed were 24%; undecided, 15%. The poll then asked those in favor how much they would listen to such broadcasts. Two out of five said they would listen much of the time, one out of three some of the time and others said it would depend on the time of day the broadcasts were made. More men than women were interested and the upper economic levels were more interested than the middle and lower.

After three years with WSKB, KXOX and WSLI, I now have about two years in the Merchant Marine, Army Transport Service and the Army and am in a Transportation Corps unit taking the stuff off the Libertys and sending it along to the boys at the front. I am really proud of our work but am working like hell to speed the day when I can return to radio, the work I actually have a love for.

Every best wish for continued success and free American radio.

ROY WEINEDEL
2d Lt. TC
Somewhere in France

We 'Get Around'

EDITOR BROADCASTING:

Today's mail brought me three copies of August editions of BROADCASTING—sent to me by a Mr. Phil Wood, sales manager at WFMJ Youngstown.

As I was formerly a writer-producer at WFMJ, I naturally was most happy to obtain BROADCASTING—even though they did take seven months to reach me.

So for 60 minutes I was out of Army life—back into radio life. Reading the familiar pages of your magazine helped to make the day a bit brighter. Some of the old names are still there—yet there were many new ones which I did not recognize. I imagine three years is apt to do just that, however.

There isn't any specific reason for my writing, but I did want you to know that BROADCASTING really gets around!

At present I'm a communications officer—the *procedure* is different but the idea is the same!

ROBERT C. HARNACK
Lt. Infantry
The Philippines

"ORDERING 104 MORE SHOWS"

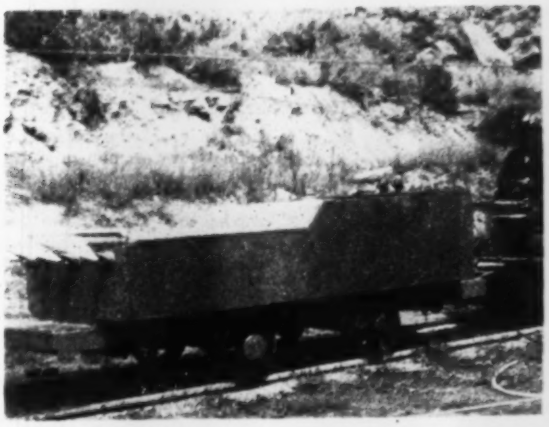
advises Fred Cannon—**ALL-CANADA RADIO LTD.**

THE SHADOW

Available locally on transcription—see **C. MICHELSON** 67 W. 44 St., N.Y.C.

Completely Covers the Vast Inland Empire

KHQ
CANADA
SPOKANE
MONT
WASHINGTON
OREGON
IDAHO



Modern as tomorrow. Gone are the "Pick and Shovel" Days in Inland Empire mines. Modern machines and equipment like this sprinkler on rails, which keeps down coal dust, supplant them. This modern trend insures healthful, prosperous conditions extending into the post-war era.

Tomorrow, as it does today, will find KHQ abreast of the times—adding improvements as they develop to further extend its service and add even greater value to its present complete coverage of America's Number 2 market.*

*Per Capita Income $2,252—second highest in the nation.

THE ONLY SINGLE MEDIUM COMPLETELY COVERING THE INLAND EMPIRE

5000 WATTS 590 KC

Owned and Operated by

LOUIS WASMER, Incorporated

Radio Central Building Spokane, Wash.

National Representatives; EDWARD PETRY & CO., INC.

NBC

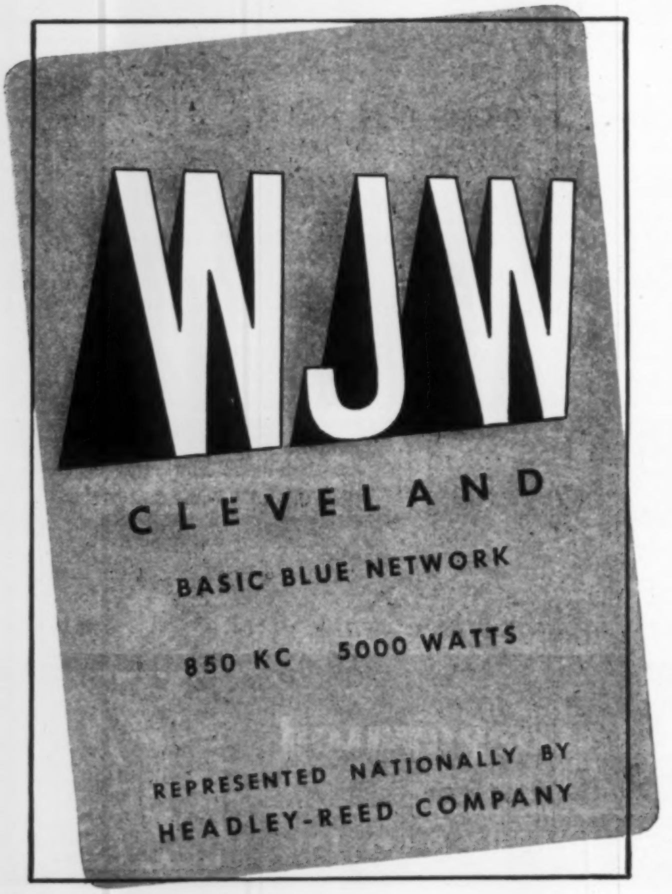
PIE TRAYNOR
MAURICE SPITALNY
JANE GIBSON
KQV
KQV

"DING, DING, DING WENT THE BELL"

In one week recently, KQV strengthened its staff with PIE TRAYNOR, Sports; JANE GIBSON, Home Economics; MAURICE SPITALNY, Music. KQV's *going places* in Pittsburgh!

ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.


WJW

CLEVELAND

BASIC BLUE NETWORK

850 KC 5000 WATTS

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Harkness Elected By Radio Gallery

Amendment Would Provide Voice for Independents

RICHARD HARKNESS, NBC Washington commentator, last week was unanimously elected president of the Radio Correspondents Assn. at the annual meeting at NBC studios in Washington. He has been vice-president the last year.

Mr. Harkness

Mr. Harkness succeeds Earl Godwin, Blue Network commentator, who became *ex officio* member of the executive committee. Other officers chosen are: Rex Goad, Washington bureau manager of Transradio Press, vice-president; William Costello, CBS Washington commentator, secretary; Walter Compton, WOL-Mutual commentator, treasurer.

Protest to White House

Immediately after election the executive committee was instructed by the membership to file a protest with the White House because radio correspondents were barred from the recent Big Three conference at Yalta. Representatives of the AP, INS and UP were permitted to join the President at the conference, but no provision was made for radio.

The association executive committee plans to await the return to this country of Stephen T. Early, Presidential secretary, before making representations, inasmuch as Mr. Early was charged with handling news representatives.

The executive committee was authorized to draft a proposed amendment to the association's constitution to give representation on the committee to independent stations. Mr. Harkness pointed out that under the original setup only the networks and Transradio had radio correspondents in Washington and consequently no provision was made for independent stations or regional networks. He suggested the amendment.

Five Years' Growth

In his president's address, Mr. Godwin reported that the association, which started five years ago with a membership of 20 representing the major networks and Transradio, has grown to embrace 21 organizations, including regional networks and independent stations, including 81 active members. More than 100 associate members have been taken into the organization.

Organizations holding active memberships in the association, which governs the radio galleries of Congress, are: Ask Washington; Associated Press Radio; Baukhage Radio Associates; CBS; Earl Godwin Associates; NBC; Radio News Assn.; the Blue Network; Time Views the News; Transradio Press; United Press Radio; WAAB Worcester, Mass.; WAOV Vincennes, Ind.; WBOW Terre Haute, Ind.

Australian Video

FRANK GOLDBERG, founder and governing director of Goldberg Advertising Ltd., Australian advertising agency, has signed a priority contract with the Allen B. DuMont Laboratories for the first television transmitter to be installed in Australia, Herbert E. Taylor, director of transmitter equipment sales for DuMont, announced last week.

SHOW FOR VETS

Mississippi Broadcasters Donate Time, Services

ON BEHALF of veterans and their dependents the Mississippi Broadcasters Assn., composed of 14 stations in that state, is donating the time and expenses for statewide network broadcasts of a series of public service programs prepared under the auspices of the Mississippi War Council.

Each agency in the Council which is composed of all State and Federal agencies dealing with the subject, is given an individual program to make its particular services and assistance known to the veteran. The former fighting men also may submit questions which are answered by the agency concerned either by letter or over the air. Gov. Thomas L. Bailey gave the initial broadcast.

AFRS Programs

MORE THAN 960 hours of Armed Forces Radio Service programs are now being sent to troops overseas, the Army announced last week. This represents an increase of 50% over last year's figures. Total weekly operating period at the end of 1944 was over 600 hours, using 17 transmitters. The OWI has activated new transmitters on both the East and West Coast, which makes additional broadcast hours possible. News programs account for the greater part of the increased operations. AFRS is a section of the Army Information Branch, Information & Education Division, ASF.

AP

KALE, Portland, Oregon

". . . convinced AP should be an integral part of every leading radio station . . . features spicy and timely . . . dispatches from every corner of the globe are concise, highly readable and always early."

Tom Decker
News Director

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

Give Now!

Give More!

Thanks from the Boys

Drew Pearson
Gloria Jean
Three Suns
Paul Brenner
Mills Brothers
Phil Brito
Anita Ellis
Tommy Dorsey
The Sentimentalists
Bill Darnell
The Modernaires
Johnny Morgan
Monica Boyar
Louis Prima and Orchestra
Lily Ann Carroll
Justine DuVal
Fred Sayles
Elton Britt
Gus Steck and Orchestra
Steck's Bad Boys

IT WAS A GREAT SHOW FOR A GREAT CAUSE! We feel pretty sure that every service man and gal would thank you entertainers for appearing in person on WAAT's big two hour Red Cross broadcast on February 28th (8-10 PM). You sure did your part toward helping the 1945 Red Cross War Fund Drive get off to a grand start. Your efforts—and those of many, many others in the entertainment world—will mean vitally important comfort to plenty of fighting men and their families when they need the Red Cross.

Army Dramatization by
Members of Army Air Force
Red Cross Women
North Jersey G. I.'s from
European Theatre of Operations
Nat Brusiloff and his Orchestra
Earl Wilson
Jerry Roberts

And not forgetting . . .

William N. Robson and Bourne Ruthrauff of the American Red Cross; A. A. Adams, B.B.C.; and Local 802 American Federation of Musicians. Plus extra special thanks to Frank Dailey. Show written and produced by Lee Stewart of WAAT.

Give more . . . Give now . . . to your Red Cross!

WAAT

970 KC
NEWARK,
N. J.

NEW JERSEY'S FIRST RADIO STATION

KANSAS
CITY
IS
A
KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

TWO new programs have been added by WEIL Philadelphia to its *Studio Schoolhouse* series, placing the educational feature on a Monday through Friday schedule. One of the new programs, *Radioland Express*, at the request of school authorities is planned for kindergarten, first and second grade listeners and is patterned somewhat after a children's story book. Second addition to the educational series is *Quaker City Scrappers*, a citizenship-training feature consisting of an exemplary story and a short dramatization by children from various schools. Topics for the program are supplied by the Radio Committee of the Board of Education. All programs are designed for elementary school children and are listened to in classrooms throughout the Philadelphia area.

* * *

Canadian Culture

TO BRING the culture of new Canadians to local listeners, CJCA Edmonton, Alta. is starting a weekly half-hour program *Promotion of Canadianism*. Groups of Canadians of foreign extraction in Alberta province have been contacted for the program to give musical, dramatic, folklore and other broadcasts in the series, with a studio orchestra available. Short talks, interviews, demonstrations or dramatics will be used between to develop theme of series, the improvement of Canadian culture.

* * *

Reading Plugged

DESIGNED to encourage children to read better books, the new feature *Books Bring Adventure* has started on WOWO Fort Wayne, Ind. Classes in area schools listen to the program, sponsored by the Junior League, and then obtain books in school and public libraries.

Purely PROGRAMS

Bank Program Idea

SEEKING methods of departing from the regular type of spot advertising, an article in *Bulletin*, official publication of the Financial Advertisers Assn., points as an example to the quarter-hour program developed some time ago by J. H. Newberger, vice-president of the Seattle First National Bank. Program presented in dramatized form tells inside stories of how missing depositors were traced and found. It tried to present a human side of banking and while actually the entire program was a form of commercial building confidence in the bank it was still entertaining. Regular commercials in addition told of the bank's services.

* * *

High School Series

HALF-HOUR period each Saturday morning on WIOD Miami has been designated for the high schools of the community to promote the activities of the respective schools. The 15-week series *Our High Schools*, produced by Robert Fidlar, WIOD program director, has been approved by the county school supervisor.

* * *

Preview

WWNC Asheville, N. C. has started new weekly series, *Admission Free*, Saturday 6:15-6:30 p.m., featuring previews of the next weeks' guest stars, a review of contests and offers and a round-up of coming attractions. Mimeographed copies of scripts are being sent to clients and agencies.

English Replacements

NEW station policy of WGES Chicago effects the following program changes to bring interesting features of the day in the English language to the station's foreign listening audience: *Pana Anna*, Polish program 4:30-5 p.m. (CWT) Mon. through Fri. is replaced by *Today's American Hero*, 4:30-4:45 and *Places in the News*, 4:45-5; *Polish Swing Session*, 5-5:30 p.m. Tues. and Fri., will be replaced by *Names in the News*, 5-5:15 p.m. and *Women in the News*, 5:15-5:30 p.m. Station's full hour Italian *Community Hour* will be cut to a half hour show. The *Woman's Career* will fill rest of period.

* * *

Health Series

NATIONAL TUBERCULOSIS Assn., New York, is preparing a health education series to be distributed to some of its 2,000 local units for placement on stations. To be produced by Hu Chain Assoc. Inc., New York, as a 13-week quarter-hour transcribed series, program will dramatize different phases of tuberculosis. Subjects will include dangers of tuberculosis and measures for control in industry, schools, cities, and research activities. Program is expected to be ready for distribution in June. HBC Radio Recording Division will make the records.

* * *

Auto Problems

WINX WASHINGTON and the AAA present a new idea in public service programs in *Auto Answers* aired at 8:15 p.m. Tuesdays. The "AAA Panel of Experts", Director W. A. Va Duzer, Dept. of Vehicles and Traffic; Dr. H. C. Dickinson, head of the Bureau of Standards heat and power section, and Charles Davies, of OPA, answer automobile questions. If they can't answer a query in 20 seconds questioner gets a gift of war stamps. Johnny Waters is AAA professor.

* * *

News By Cassidy

RELATING first hand experiences of his six-month assignment on the western front, James Cassidy, WLW Cincinnati war correspondent, is heard Monday through Saturday on a five-minute morning *Cassidy Reports* program.

* * *

KRNT Farm Aid

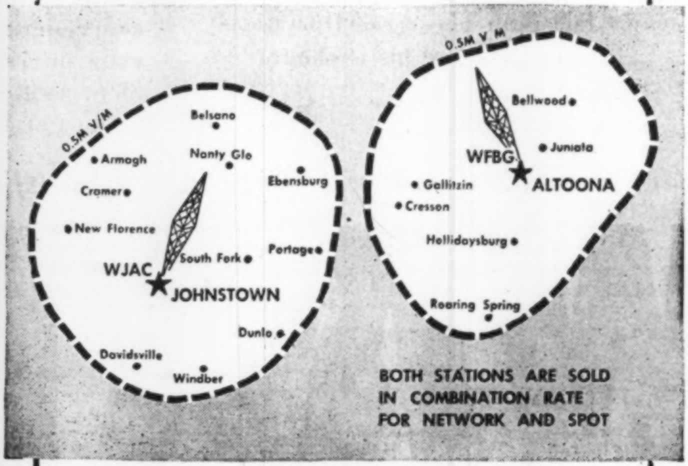
FACILITIES of KRNT Des Moines have been extended to the Farm Bureau, Triple A and Iowa State College Extension Service for special broadcasts in conjunction with Farm Food Alert Week.

WJAC
JOHNSTOWN

NBC

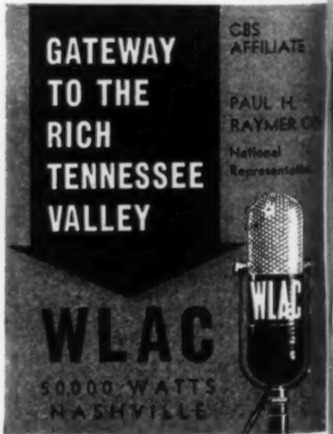
WFBG
ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco


GATEWAY
TO THE
RICH
TENNESSEE
VALLEY

CBS AFFILIATE

PAUL H. RAYMER CO.
National Representative

WLAC
50,000 WATTS
NASHVILLE

YOU MAY BE ABLE TO HIGH JUMP 6 FEET 11 INCHES *—

BUT— YOU CAN'T GET OVER THAT WALL OF "FADING" INTO WESTERN MICHIGAN!

Those harnessed-lightning 50,000-watters in Chicago or Detroit *should* reach Western Michigan very easily, sure! But they don't. A queer local condition *fades-out* their signals. To reach this area adequately broadcasts must come from inside-the-wall.

So listeners here very naturally tune to near-by stations—and, as in all other markets, the best-programmed stations get the audience.

In Kalamazoo, Battle Creek and Greater Western Michigan, that station is WKZO, serving *eighteen counties* with a daytime population of 630,762 people. In Grand Rapids and Kent County, it's WJEF, serving a quarter-million people with the most favorable frequency in the market (1230 KC). Both WKZO and WJEF are CBS. Both are programmed for their specific areas. Both are owned by the Fetzer Broadcasting Co., and are sold in combination at a bargain rate per thousand radio homes. Together they offer *complete coverage* of Western Michigan.

Let us send you the whole story — or just ask Free & Peters!

** Record set by Lester Steers in U.S.A., June 17, 1941.*

WKZO

CBS – FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN

WJEF

CBS-FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

ANOTHER "FRIENDLY GROUP" ACHIEVEMENT

WJPA *Mutual*

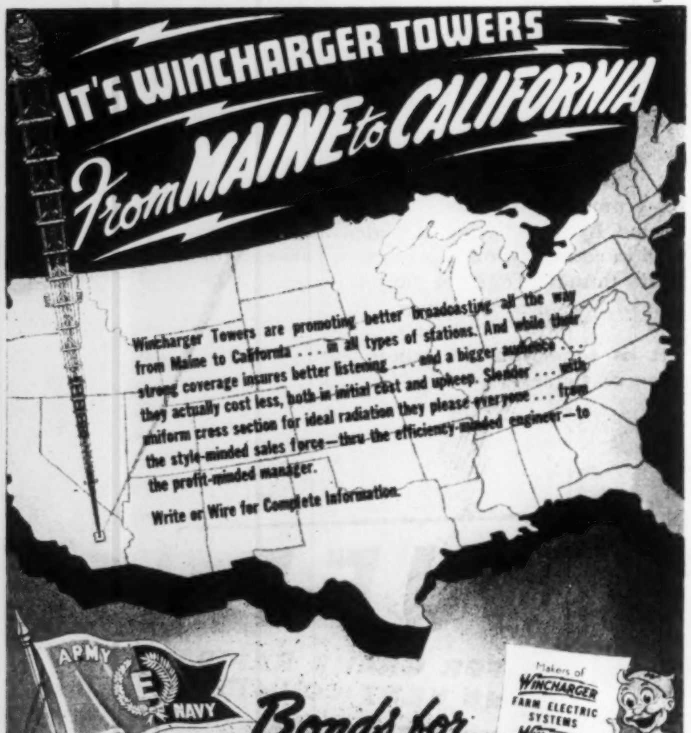
WJPA, Washington, Pa. joins Mutual Broadcasting System

Presenting MUTUAL Programs to the 100,600 radio homes in its Western Pennsylvania's Primary Area.

WJPA
George Washington Hotel, Washington, Pa.
John Laux, Managing Director
Johnny Croft, Manager

THE FRIENDLY GROUP

WSTV STEUBENVILLE, O. JOHN LAUX, MGR. MUTUAL
WFPG ATLANTIC CITY, N. J. EDDIE KOHN, MGR. BLUE NETWORK
WJPA WASHINGTON, PA. JOHNNY CROFT, MGR. MUTUAL
WKNY KINGSTON, N. Y. LOU STEKETEE, MGR. MUTUAL



Wincharger Towers are promoting better broadcasting all the way from Maine to California . . . in all types of stations. And while their strong coverage insures better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Slender . . . with uniform cross section for ideal radiation they please everyone . . . from the style-minded sales force—thru the efficiency-minded engineer—to the profit-minded manager.

Write or Wire for Complete Information.

IMMEDIATELY AVAILABLE on SUITABLE PRIORITIES
WINCHARGR VERTICAL RADIATORS AND ANTENNA TOWERS
WINCHARGER CORPORATION SIOUX CITY, IOWA

Our Respects to

(Continued from page 46)

headquartering in New York.

He was transferred to Washington as business manager and secretary of CPA. He converted the entire circuit from Morse wires to printers. After the market collapse in 1929 CPA's specialized financial service hit the downgrade.

Mr. Lawrence had been broadcasting and he saw a new field for a news wire in radio, so Al Harrison took the ball once more. In 1930 he pointed with pride to 14 radio clients for the CPA wire including the Westinghouse stations, WBZ Boston and KDKA Pittsburgh, Stanley Hubbard of KSTP St. Paul-Minneapolis; Harry Stone of WSM Nashville; Carl Haverin, then of KFI Los Angeles, and Gene O'Fallon of KFEL Denver were among Al's first clients, he recalled.

"Nobody could see news on the radio in those days," remarked the veteran press association man. "We struggled along but we had to bow to the inevitable, after a start."

In 1933 Hugh Baillie, then executive vice-president of UP, and Karl A. Bickel, president, called Al Harrison back as sales manager of United Features. Al could vision new business, so with the title of assistant to the president, he went to Washington and established the Washington City News Service, a teletype tip wire for Government agencies, radio and newspaper correspondents.

A Small Start

WCNS started with five clients, among them the late Secretary of the Navy Frank Knox, publisher of the *Chicago Daily News*, for his Washington bureau. Paul Wooten, head of McGraw-Hill Publications and the New Orleans *Times-Picayune* Washington office also subscribed. Today WCNS serves 108 clients and if facilities were available could more than double that figure, according to Al.

In May 1935 United Press—prodded by the far-sighted Al Harrison—opened its service to radio and on July 1 that year the UP radio wire was born.

Al's ambition was to install the radio wire in every state of the Union. That was accomplished not long ago when Arizona stations came into the fold. Once more his ledger read: "Mission accomplished."

Early this year President Baillie called Al into his office, suggested that UP needed a man "in the know" as special representative in Washington. Would Al be interested? His smile spoke volumes. Here was another opportunity to help UP expand into the postwar world and Washington would be the hub of activity for years to come. Besides Washington was "home" to Al Harrison.

On March 1 he set up offices in the National Press building as special representative of UP. He'll handle radio, newspapers and other affairs. Al has a couple of ideas up his sleeve, too, but he declined to show his hand. "I'm here to keep in touch with new developments," he remarked, a twinkle in his eye.

Al is married, has two daughters and four grandsons. His hobbies are professional sports and he seldom misses a baseball or football game. That stems from his early newspaper days when he covered sports, he says.

His most serious problem—in fact Al says it's the toughest one of his career—is finding a home in the nation's crowded capital. Until then he's commuting to New York.

FOR OUTSTANDING work in radio engineering at Teheran, Maj. Glenn G. Boundy, WWVA chief engineer on leave, has been awarded the Legion of Merit. He has supervised radio engineering and construction for the Army in Teheran for three years, and was responsible for the radio setup for the Big Three conferences held there.

Dubonnet Adding

DUBONNET Corp., New York, has added KQW WJW WCAE WDSU WLIB to its spot schedule for Dubonnet Wines; also participations on the *Yankee Kitchen* on Yankee Network stations. WIND will be added next week. Schedule initiated last October already includes WQXR WILD WWDC WINX. News and record shows are used from three to five-times weekly with both live spots, and a transcribed singing Jingle. Agency is BBDO, New York.

"Facts About Rome"

NOW OFF THE PRESS

If you failed to receive your copy write Happy Quarles

MUTUAL
WRGA
ROME GEORGIA

"My Make-Believe Ballroom Needs Transcription Equipment That's Really Rugged!"

Martin Block

"That's why our installation is PRESTO"

"Our PRESTO transcription turntables get a real workout here at WNEW," says Martin Block, popular announcer and director of the *Make-Believe Ballroom* program. "We keep them running almost continuously throughout the day. And they're giving the same fine, clear reproduction today that they gave when we installed them years ago. As an announcer, that means a lot to me. It's a nice feeling to know that my transcribed show is getting out 'in good voice!'"

From users of PRESTO equipment all over the country comes the same story: "It's rugged, it's dependable, it stands the gaff!" The increased use of transcribed material in wartime broadcasting has placed a heavy burden on all recording and playback equipment. PRESTO users—including many of the major broadcasting stations—have found that their equipment is handling the job with ease. That's because PRESTO devices are products of integrity—built to do *more* than will ever be expected of them.

WORLD'S LARGEST MANUFACTURER

OF INSTANTANEOUS SOUND

RECORDING EQUIPMENT

AND DISCS

PRESTO

RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y.

Walter P. Downs Ltd., in Canada

Time Means Money
Ship by AIR EXPRESS

DAYS AND DOLLARS! Save both by Air Express. Hundreds of companies are constantly saving thousands of dollars by gaining days en route for emergency shipments. True, war traffic comes first, but with more planes being put into Airline service, more space is available for important goods.

SHIP EARLY IN DAY for fastest delivery. Same-day delivery between many airport towns and cities. Overnight from coast-to-coast. Direct service to scores of foreign countries. Rapid air-rail schedules to 23,000 off-airlines points in the U. S.

FOR 3-MILE-A-MINUTE speed, cost of Air Express is low, indeed. 25 lbs., for instance, goes more than 500 miles for $4.38, more than 1,000 miles for $8.75 — with cost including special pick-up and delivery in major U. S. towns and cities.

WRITE TODAY for "Quizzical Quizz," a booklet packed with facts that will help you solve many a shipping problem. Railway Express Agency, Air Express Division, 230 Park Avenue, New York 17. Or ask for it at any local office.

AIR EXPRESS
AIR EXPRESS
GETS THERE FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

AFRS REORGANIZES PROGRAM SCHOOL

REDESIGNATION of the program and broadcast school as Armed Forces Radio Service School, has been announced by Col. Thomas H. A. Lewis, commanding officer, AFRS, Hollywood. Setup was established last spring charged with familiarizing professional radio men, both program and technical, with methods of operating Armed Forces Radio Stations overseas. Change in the designation was made to streamline operation.

At the same time, it was announced that AFRS, Hollywood, working in cooperation with hospitals handling overseas casualties, is blue-printing a service to bring round-the-clock entertainment to hospitalized veterans. This will extend into postwar era of veteran rehabilitation. Plan calls for earphones available for each bed.

Programs will be piped from a central control, with the patient able to tune in as he chooses. *Command Performance*, *Mail Call*, and *Personal Album* will be included in the special transcribed units. Decommercialized versions of network shows, now shipped overseas, will not be utilized. Instead full programs will be taken from nearest network stations and piped to the wards. Besides entertainment value, doctors say radio shows will aid in hastening recovery of wounded.

Dunn of CBS Receives Praise For Manila Work

WILLIAM J. DUNN, CBS correspondent in the Philippines, was one of 15 correspondents to be commended for coverage of the "flying wedge" into Manila by Maj. Gen. Verne A. D. Mudge, commanding general, U. S. First Cavalry Division, which entered the capital Feb. 4. Mr. Dunn was the only radio correspondent in the group according to a UP dispatch.

Stating that the presence of the reporters in actual combat action was in itself a high morale factor, Gen. Mudge said in part: "By undertaking this hazardous mission, during which you were exposed to enemy fire and on several occasions actually engaged in fights with the enemy, you were able to gather material for the press and radio that gave the Allied public a true, living picture of actual warfare in the Philippines.'

WJHP
Jacksonville, Fla.

To Reach the People of
JACKSONVILLE
Quickly—
Effectively
USE
WJHP

Represented by
JOHN H. PERRY ASSOCIATES

GOLD RECORD is given to Martin Block (right) for his contribution to the recording industry by Wesley Edson, sales promotion manager of World Broadcasting System. Presentation was part of 10th anniversary celebration of *Make Believe Ballroom*, WNEW New York.

Army Praise for KSL

OGDEN Technical Air Service Command's production, *Twenty-Eight Candles for Captain Alley* has been awarded a special War Dept. commendation as performing "a sound public relations mission." Program was broadcast over KSL Salt Lake City, as part of the KSL series, *Armed Forces Hour*, twice commended by the War Dept. in recent weeks. Written and produced by personnel of the OTASC at Hill Field, Utah, the production was based on the life of Capt. John Alley, pilot of a B-29, who was killed while flying the "Hump" to China.

OWI Acclaims Radio

CHICAGO office of the Domestic Radio Bureau, OWI, last week acclaimed radio as aiding successful results of war campaigns, and cited the 7-week period from Jan. 1 to Feb. 18 when the OWI Regional office requested the 104 stations in Illinois, Wisconsin, Indiana and Iowa, to schedule 4,061 spot announcements urging young women to join the U. S. Public Health Service's Cadet Nurse Corps. Openings in hospitals were reduced considerably.

Hicks in Europe

GEORGE HICKS, Blue war correspondent, has returned to the European Theatre after a brief visit in this country, and is with the First Army in Belgium. He will continue to be heard regularly Sunday 1:15-1:30 p.m. although his last commercial broadcast for Scripto Mfg. Co., Atlanta, was March 5. Agency is Tucker Wayne & Co., Atlanta.

REACH THE *Active*
SALT LAKE MARKET
THROUGH
KDYL
UTAH'S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

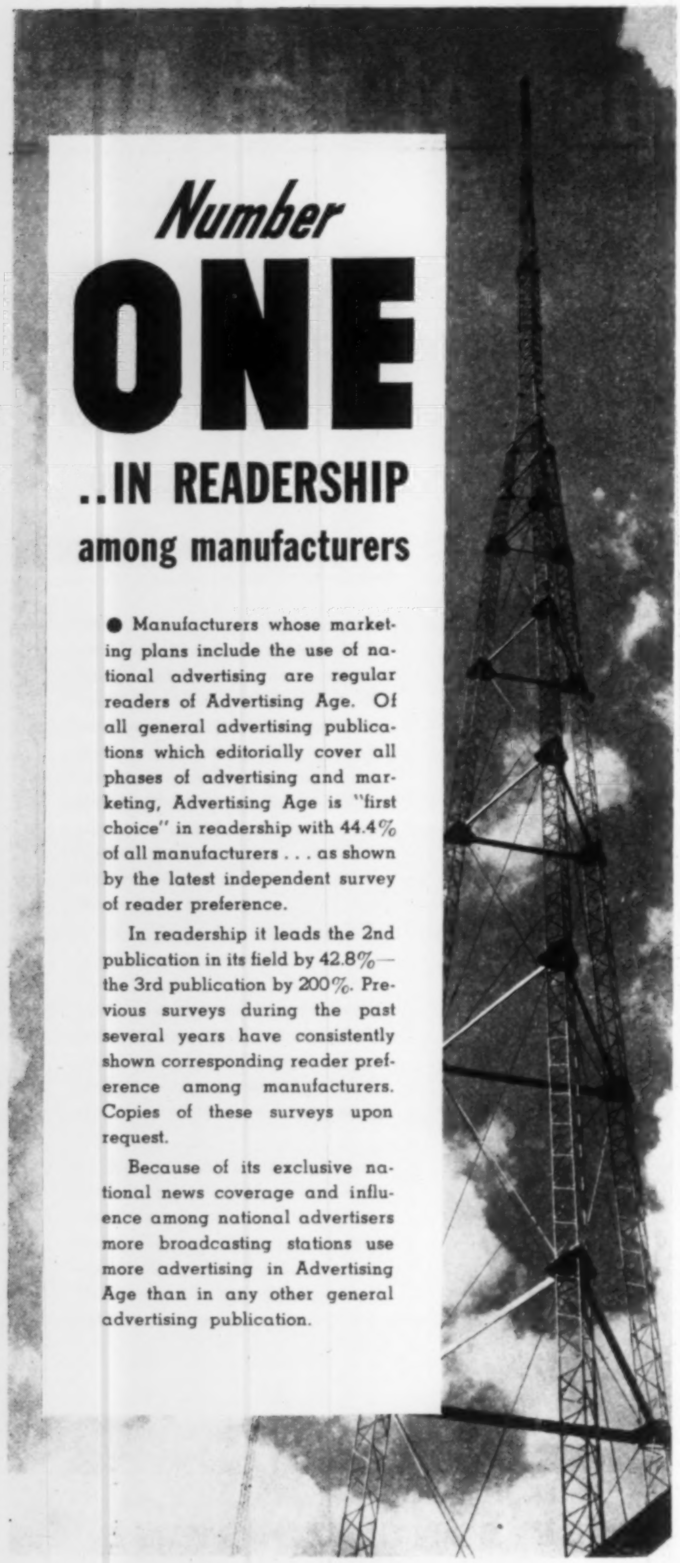
For the "Newspaper of the Air"

SELF SYNCHRONIZING

finch facsimile

DELIVERS PICTURES AND TEXT BY RADIO OR WIRE

FINCH TELECOMMUNICATIONS, INC. • PASSAIC, N. J.



Number

ONE

..IN READERSHIP

among manufacturers

● Manufacturers whose marketing plans include the use of national advertising are regular readers of Advertising Age. Of all general advertising publications which editorially cover all phases of advertising and marketing, Advertising Age is "first choice" in readership with 44.4% of all manufacturers . . . as shown by the latest independent survey of reader preference.

In readership it leads the 2nd publication in its field by 42.8%—the 3rd publication by 200%. Previous surveys during the past several years have consistently shown corresponding reader preference among manufacturers. Copies of these surveys upon request.

Because of its exclusive national news coverage and influence among national advertisers more broadcasting stations use more advertising in Advertising Age than in any other general advertising publication.

Advertising Age

The National Newspaper of Marketing

100 E. Ohio St., Chicago 11 • 330 W. 42nd St., New York 18

Auditory Characteristics of Personnel Important, Gates KSL Survey Finds

HEARING ability varies so greatly even among normal people that an accurate knowledge of the auditory characteristics of radio personnel is invaluable in the broadcasting business, according to results of a study recently completed by Franklin Y. Gates, accoustical consultant of KSL Salt Lake City.

Using a standard 6B Western Electric audiometer, Mr. Gates studied the hearing characteristics of 44 members of KSL's production and engineering staff, recording the variations from normal as an audiogram.

Startling Facts

The results were startling. Of the 44 tested, only 23 had normal hearing in both ears. Six were subnormal in both ears; six were subnormal in one ear. Eight were abnormal (in the sense of having more acute hearing than average) in one ear; and one was abnormal in both ears. This was based on an acuity not in excess of 20 decibels from normal average.

These differences in hearing have a direct and marked effect in radio production. The person whose hearing was abnormal in both ears, for example, was a stenographer, noted for friendly but persistent "beefing" about the station's sound effects. They didn't sound "real" to her, she maintained. Her audiogram showed that her acuity was unusually high, making her a natural for a technician. Today she works in KSL's sound effects department, doing a bang-up job because she has much keener ears than the average person.

One of the station's producers frequently clashed with a control operator over the placement of microphones in regard to the violin section of the orchestra. Their audiograms showed that the producer was subnormal in hearing in the higher frequencies, whereas the operator's hearing was abnormal in the higher frequencies. Thus, when the E string of the violin was barely audible to the producer, it was unbearably harsh to the operator. Shown their audiograms, the pair were able to adjust to their known strengths and weaknesses in hearing.

Another producer was shown to have decidedly subnormal hearing in certain frequencies. Knowing this helps him do better work—he now defers to an assistant in achieving microphone balance.

All in all, two members of the KSL staff were transferred to entirely new duties as a result of Mr. Gates' study, while five key men improved their work by learning to compensate for auditory irregularities.

It's how you hear that counts around a radio station, Mr. Gates concludes.

check these answers to your **recording problems**

√ **24 HOUR SERVICE on direct cut copies of your recordings**

√ **AIR CHECK SERVICE "as others hear it"**

√ **COMPLETE FACILITIES for spot announcements, remote pickups, service on all recording problems.** ***For further information, write . . .***

U. S. RECORDING CO.

1121 Vermont Ave. Washington 5, D. C.
Joseph Tait, President

Cosmetic Test

RAYMOND LABS., St. Paul, to promote Rayve Creme shampoo, will use radio along with other media in an extensive 90-day Pacific Coast test campaign. Agency is Milton Weinberg Adv. Co., Los Angeles.

4,955,144 spindles spinning VICTORY

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

CBS **WSPA** SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

LOOK TO Federal FOR....
AM
FM
TV

FROM COMPONENT...TO COMPLETE STATION

A vital link in a long chain of equipment . . . from microphone to antenna . . . the lead-in cable plays an important part in dependability of operation.

Federal's Intelin Cables *are* dependable. They've proved that in broadcast and military installations all over the world . . . standing up under severe operating conditions . . . in all kinds of climate.

And that's typical of *all* Federal broadcast equipment. From lead-in cable to complete station, it has earned a reputation for *performance* because it's *built to stay on the air.*

Amplitude Modulation, Frequency Modulation, and Television . . . for quality, efficiency, dependability . . . look to Federal for the finest in broadcast equipment.

FEDERAL FTR TELEPHONE & RADIO

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

IT IS BETTER TO *Give*

THAN TO RECEIVE

To GIVE a beautiful reproduction of high quality sound from a low bass response of 40 cycles up to a high frequency range of 15,000 cycles plus, will pay broadcasters and manufacturers of home radio, FM and Television receiving sets. The American public is willing to give in proportion to what it RECEIVES. That's why the Duplex, the SPEAKER that REVOLUTIONIZES the methods of sound REPRODUCTION, was perfected.

SEND FOR BULLETINS

ALTEC
LANSING CORPORATION

1210 TAFT BLDG. • HOLLYWOOD 28, CALIF.

OWI PACKET, WEEK APRIL 2

Check the list below to find the war message announcements you will broadcast during the week beginning April 2. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	STATION ANNOUNCEMENTS Group KW Ind.	STATION ANNOUNCEMENTS Group OI Aff.	STATION ANNOUNCEMENTS Group OI Ind.	STATION ANNOUNCEMENTS NAT. SPOT PLAN Live	STATION ANNOUNCEMENTS NAT. SPOT PLAN Tran.
Army Nurses	X	--	--	--	--	--	--
War Bonds	X	--	--	--	--	--	--
The Job Ahead—Japan	--	--	--	--	--	X	--
Support Rationing and Ceiling Prices	--	X	X	X	X	--	--
Paper Salvage	X	--	X	--	X	--	--
Merchant Marine Recruiting	--	X	X	X	X	--	--
Conserve Cars	--	--	--	--	--	--	X

See OWI Schedule of War Message 154 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Cancer Drive on Air

RADIO will play a major role in enlisting public support for the $5,000,000 campaign of the American Cancer Society to be conducted in April, according to Robert Berger, public relations counsel for the Society. Eric Johnston, president, U. S. Chamber of Commerce, is chairman. Transcriptions featuring well-known artists, spot announcements and other material will be supplied to stations. Norman Winter, formerly radio director, Lynn Baker Co., and radio writer and director for CIAA is producer. Columbia Recording Corp. is recording transcriptions.

Oboler's New Series

ARCH OBOLER, who abandoned radio several years ago to concentrate on film work, will be back on the air beginning April 5 as writer-producer of a 26-week series on Mutual, Thursday 10-10:30 p.m., Phillips H. Carlin, MBS program chief, announced last week. Titled *Arch Oboler's Plays*, program will originate from WOR New York for the first four broadcasts; from WGN Chicago for two, the balance coming from Hollywood. One of his mutual plays, "Mr. Ten Per Cent", scheduled for May 24, will be based on his observations of the film colony.

Big Warner Drive

WARNER BROS. PICTURES Inc., New York, is building up to local premiers of "Hotel Berlin," with two to three one-minute spot announcement drives, the overall schedule to cover about 200 stations. Leading up to New York opening last week, campaign of 120 spots per week ran for two weeks on WEAF WOR WMCA WINS WHN WOV WQXR WLIB WNEW, the drive to continue for the next month or so in New York at the rate of 30 spots a week. Discs were cut by Columbia Recording Corp. Agency is Blaine-Thompson Co., New York.

Manila Broadcast

ROYAL ARCH GUNNISON'S first eyewitness reports of the liberation of Manila on Feb. 4, as broadcast by MBS, have been published in booklet form. A note from MBS President Edgar Kobak says, "We think it makes noteworthy comment on an event all America will be everlastingly proud of."

SEEING HOW MUCH more life is left, James Schultz, chief engineer of WCAE Pittsburgh, uses a doctor's stethoscope to "test" the RCA cathode ray tube which is still functioning normally after establishing a record of more than 50,000 hours in program monitoring.

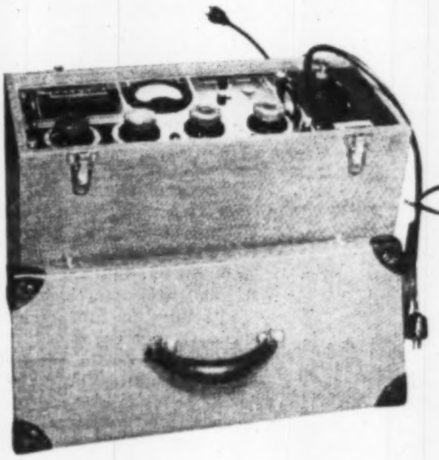
MEMBERS of the radio, film and theatre industry will have a special section in the 1945 edition of *Biographical Encyclopedia of the World*, scheduled for publication in the late summer [Institute for Research in Biography, New York. $25].

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has published catalog bulletin on its new D-20 series of dynamic microphones to be made with 50 to 8000 cycles and in 50, 200, 500 and 40,000 ohms.

"It seems queer to me, Honey, that WFDF Flint has never mentioned your Brigadier General Smith."

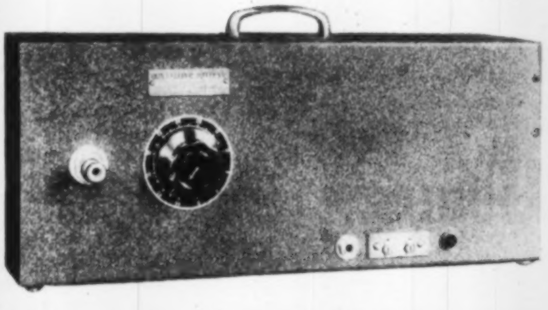
2 ACES...that are JACKS "of all trades!"

A FAMOUS PAIR



THE GATES 3 CHANNEL PORTABLE REMOTE AMPLIFIER FOR ALTERNATING CURRENT OR BATTERIES.

THE GATES REMOTE CONDITIONER FOR SINGLE MICROPHONE REMOTE PICK UPS, A.C. OPERATED.



Gates

Remote Pick-Up Amplifiers

This famous pair are truly "Jacks of all trades" . . . for they have been "Aces" in doing an outstanding job of remote broadcasting from Maine to Pango Pango—from Macy's windows to Montana's mountains—from Sandlot ball games to World Series—from Presidents to Prime Ministers. For more than a decade Gates Remote Amplifiers have served broadcasters for every need and purpose. From year to year they have been modernized, but in efficient performance they still remain the same in name, type number and service.

> **Here's what one broadcaster writes about his Gates DYNAMOTE: ". . . My Gates Dynamote is so much superior to my studio speech system quality, that I have discarded my studio equipment until new equipment can be obtained."**
>
> **Another wrote: ". . . I am using my Gates Dynamote as standard for overall frequency response for the entire transmitting plant."**

This, plus the fact that Gates Remote Conditioners are used in nearly every U. S. broadcast station for single mike pick-ups, is proof that this famous pair has been engineered for efficiency and economy. This is why Gates Remote Amplifiers are now in use in every theatre of war, bringing to America's loud speakers the war events from the place where history's biggest news is taking place!

Ask About Our Priority Plan for Prompt Delivery When Gates Equipment Is Again Available.

Wartime restrictions do not allow the sale of new broadcasting equipment without priority. This equipment is presented merely to acquaint you with Gates' developments.

Gates

RADIO COMPANY, Quincy, Illinois, U. S. A.

BROADCAST TRANSMITTERS • STUDIO SPEECH EQUIPMENT • TUNING AND CONTROL UNITS

AMPLIFIERS • REMOTE EQUIPMENT • BROADCAST STATION AND TRANSMITTER ACCESSORIES

May 1 Allocations Goal

(Continued from page 15)

FM IN CHINA was the topic of these three experts at the FCC allocations oral argument. Exchanging ideas are (l to r): Neal McNaughton of the International Division, Engineering Dept., FCC, host to a group of Chinese radio experts attending the argument; S. H. Kung, Chungking, China, engineer specializing in FM and VHF operations, representing the Chinese Government; Walter J. Damm, vice-president of the Journal Co., Milwaukee, and general manager of WTMJ-WMFM, president of FM Broadcasters Inc.

dent of the Drive Yourself Assn., opposed the FCC proposals for mobile services as inadequate to care for anticipated needs. Peter Beardsley, arguing for the American Trucking Assn., likewise asked for reconsideration of frequencies for trucking firms.

T. Brookeman Price and F. M. Ryan, appearing for the AT&T, urged a single 6-mc band be allocated for common carriers to help provide for rural radiotelephone service.

Diathermy Request

Howard A. Carter, secretary of the Council on Physical Medicine, American Medical Assn., said that while the Council would not oppose the FCC proposals, it felt that three channels instead of one should be allocated to diathermy. A wide band would encourage manufacture of home diathermy apparatus, he said, and estimated that 56% of the medical profession employs diathermy.

When Saturday hearings opened, A. W. Mathis, vice-president of the H. G. Fisher Co., diathermy manufacturers, opposed the FCC proposals as totally inadequate. He said the industry wanted nine times the space the Commission proposes, asserted that manufacturers are taking steps to help the FCC and public by eliminating interference where possible.

Mr. Carter, returning to the stand, asked the Commission to set a time limit for discarding or replacing present diathermy in favor of equipment which will not interfere with communications services.

Dr. William H. Schmidt, associate professor of physical medicine, Jefferson Medical College, Philadelphia, took issue with the Council on Physical Medicine and said its views did not represent the majority of practicing physicians who use diathermy. He advocated at least three bands.

Dr. Alexander Senauke, professor of electrical engineering, New York U. and executive of Amperex Electronics Productions, testified that in his opinion a plus or minus band width of .5% would be sufficient for diathermy, but suggested that the 27-mc band would be ideal, with a band width of plus or minus 1%. He testified as an engineer.

Wide Bands Needed

Then he appeared as chairman of the industrial heating committee of RTPB Panel 12, and said the objection to shielding equipment, as the Commission had proposed, was not economic but that shielding was not likely to prove permanently effective. Experience proves the need for wide bands, he said. It was brought out that tests made by the Commission with so-called "non radiating" machines showed radiations from great distances.

Paul D. Zottu, of the Girdler Corp., speaking for the plastics industry, opposed the proposed allocation for industrial services as falling short of the needs of the plastics manufacturers. He told the Commission that high frequency heating has assumed tremendous importance and will continue to expand postwar.

Mr. Zottu declared that radio frequencies are not "the special preserve of communications which happened to have developed earlier" and urged that the needs of industry be given greater consideration than in the past.

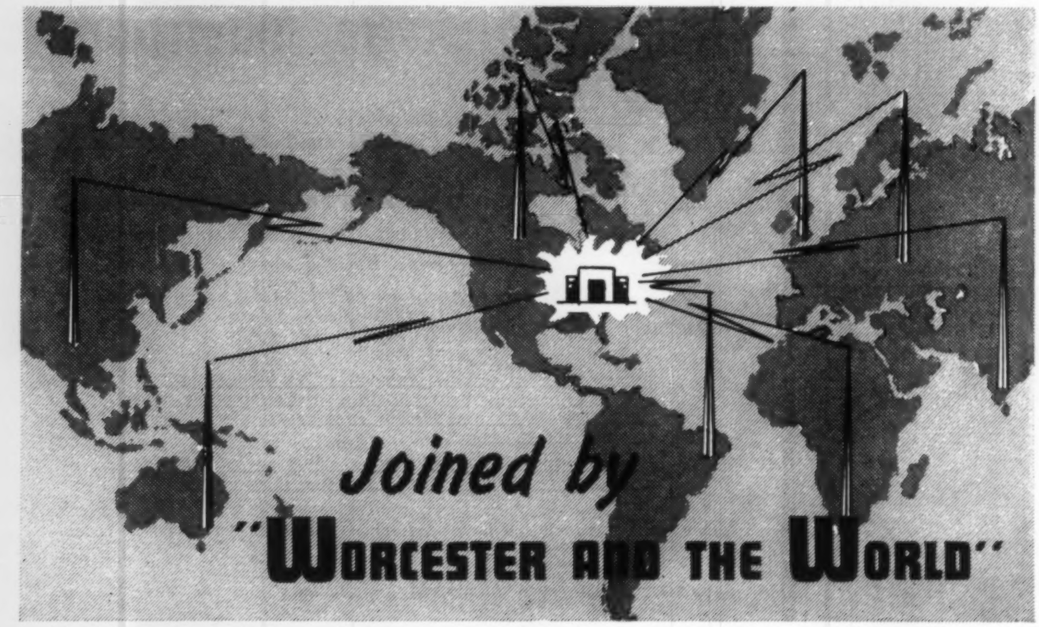
Mr. Zottu disagreed with Dr. Senauke's belief that a .5% band width would be adequate and suggested that the Commission appoint an engineer to conduct a study in cooperation with industry. He urged that additional channels be allocated for the industry and that a band at least 27 mc wide be set aside.

Would Like Freedom

Although admitting the "ideal" allocation would be "ridiculous", he said the industry would like complete freedom "including the broadcast band".

William Cruze, executive vice-president, Society of the Plastics Industry, New York, reaffirmed Mr. Zottu's testimony, declaring the industry is only beginning to explore the possibilities of plastics molding. He estimated that 600 to 700 companies are potential users of high frequencies for pre-heating and said that 60 to 70 companies now employ radio for industrial purposes.

Maj. Armstrong returned to the stand to say that he and Commission experts are in agreement with regard to Sporadic E and that the data presented is as near to the facts as he can reach.



China, Canada, England, Russia, India, South Africa, South America and Australia have participated in WTAG's "Worcester and the World", with special short wave broadcasts beamed directly to the Central New England audience. In fact world attention focuses on this celebrated series of broadcasts, highlighted by United Nations representatives in attendance, week after week, at the famous Clark University Forum — by OWI rebroadcasts of the many activities this program has developed in Worcester — by countless nationwide editorials and press releases — by printed and spoken acknowledgments that a deep understanding of future United Nations co-operation has been created by WTAG.

Central New England recognizes this radio station leadership, within its own boundaries, with an overwhelming listening preference for WTAG.

PAUL H. RAYMER CO. *National Sales Representatives*
BASIC CBS
WTAG WTAG-FM WORCESTER
580 KC
5000 Watts
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

A MODERN SYLLOGISM

MAJOR PREMISE:

Bell Telephone System serves the American Public.

MINOR PREMISE:

Bell Telephone Laboratories develop the facilities of the Bell System.

CONCLUSION:

Therefore, Bell Laboratories serve the American Public.

And that is the *raison d'être* of the Laboratories. For the Bell Telephone System, the Laboratories carry on research studies in all the sciences and development work in all the engineering arts that relate to electrical communication.

For the Western Electric Company, the manufacturing unit of the System, the Laboratories develop equipment, prepare specifications for its construction, and engage in various engineering activities.

For the Armed Forces of the United States, under contracts of the Western Electric, the Laboratories have undertaken more than a thousand development projects — many with spectacular effect upon our enemies.

BELL TELEPHONE LABORATORIES ***explore and invent, devise and perfect for our Armed Forces at war and for continued improvements and economies in telephone service.***

duPont Awards

(Continued from page 13)

day afternoon feature of the Detroit CBS affiliate, presents in round-table form the nation's leaders in free discussion of world and domestic affairs.

Worcester and the World, the WTAG program which has been mentioned prominently as a contender for the Peabody Program Awards, has been presented by the Worcester station each Thursday at 8:30 p.m. during the last year. Station, owned by the *Worcester Telegram and Evening Gazette*, canceled a half-hour network offering in order to obtain a choice time for the production.

Worcester and the World salutes an allied nation each week, draws into its educational plans the cooperation of civic and governmental groups in the city and picks up broadcasts directly from the nations honored. In addition, through cooperation of Worcester's Mayor William A. Bennett and Dr. Wallace W. Atwood, president of Clark University and moderator of the production, top leaders of allied nations visit Worcester to meet her citizens, participate in the broadcasts and lecture before community groups on the culture of their respective countries. The program was conceived by Mr. Harris and it has been mainly through his efforts, combined with those of E. E. (Ted) Hill, general manager, that the program has attained national recognition.

Explaining the procedure for making the awards, William Hardin Goodman, secretary of the Foundation, said that the committee of five, by stipulation, must be selected so that there will be serving a representative of a national women's organization (Dr. McHale), a non-commercial, non-political affiliate of radio and the broadcasting industry (Mr. Aylesworth), a nationally prominent educator (Dr. Gaines), a nationally important expert on public opinion and national affairs (Bishop Tucker) and a representative of the Alfred I. duPont Estate (Mrs. duPont).

Each member votes for five candidates in each class, Mr. Goodman explained, with his votes weighted from five for the first place to one for the fifth place. Each member examines entries separately and submits his vote to the secretary. Highest total in each class wins.

Previous winners have been: 1943, WLW Cincinnati; WMAZ Macon; Raymond Swing. 1942, KGEI San Francisco (shortwave station then operated by GE); Fulton Lewis.

Seek FM Outlets

SUBSCRIPTION RADIO Inc., New York, and Chicago Subscription Radio Inc., Chicago, will file applications for three FM channels in each city in the near future, Joseph L. Weiner, attorney for the companies, said last week. No particular frequencies will be requested pending spectrum allocation decision by the FCC. Companies were formed by William B. Benton, former partner in Benton & Bowles, advertising agency, who is now vice-president of the University of Chicago and president of Muzak Corp., with which the new companies are affiliated.

Unions Buy Time

CONFERENCE of Studio Unions, Hollywood (film labor unions and guilds), on March 5 started sponsoring a nightly 15-minute news commentary by Sam Balter on KFWB. Contract is for 52 weeks. Conference reportedly is paying KFWB $26,000 for the 12-month contract. Clarence B. Juneau Agencies Inc., Los Angeles, has account.

Leberman Lauded For War Job Done

Forrestal Commends KRSC President for Production

Comdr. Leberman

OFFICIAL commendation of Comdr. Palmer K. Leberman, USNR, president and principal owner of KRSC Seattle, for his accomplishments in providing the Navy with essential quantities of critical radar, radio and other electronics equipment, was announced by Secretary of the Navy Forrestal last week.

The commendation was presented by Rear Adm. E. L. Cochran, chief of the Bureau of Ships, in the name of Secretary Forrestal. Equipment running in the hundreds of millions of dollars was delivered to the Navy under Comdr. Leberman's direction, as officer in charge of the Equipment Branch, Bureau of Ships Electronics Division, from March 1942 to the present. Comdr. Leberman is a graduate of the Naval Academy, class of 1922, and, in addition to his presidency and majority ownership of KRSC, also was an executive vice-president of *Famil Circle Magazine*, promotional publication distributed through food stores.

Along with Robert E. Priebe, general manager, he founded KRSC in 1927. From 1930 to 1936, however, he was employed in the San Francisco offices of NBC.

Col. Lewis Heads AFRS

COL. THOMAS H. A. LEWIS has been named commandant of Armed Forces Radio Service by the War Dept. with concurrence of the Navy. Title is in recognition of his post of command over a combined operation utilizing Army, Navy, Marine Corps and Coast Guard personnel. Command authority remains vested in the Army. Before entering AFRS Col. Lewis was vice-president in charge of radio for Young & Rubicam.

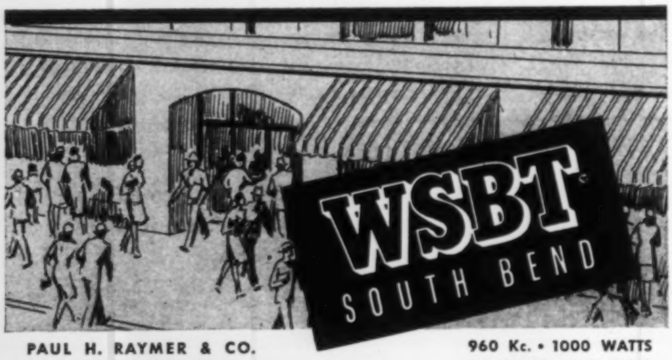
DEPARTMENT STORE

23,020 MINUTES

21 SOLID BROADCAST DAYS!

That's the amount of *program* time used by South Bend *department stores alone* on WSBT in 1944—PLUS 8,138 spot announcements. Yes, indeed, South Bend KNOWS what Hooper* SHOWS!

*The December-January Hooper Station Listening Index again shows South Bend's overwhelming preference for WSBT. Figures on request. They're terrific!



PAUL H. RAYMER & CO.
National Representatives

960 Kc. • 1000 WATTS
COLUMBIA NETWORK

A BLUE NETWORK AFFILIATE

HEY! BETTER LOOK
AT OUR RECORD
BEFORE YOU PLACE
YOUR NEXT SCHEDULE

K M M J

GRAND ISLAND, NEBRASKA
HEADLEY-REED COMPANY • REPRESENTATIVES

Shakespeare

PLAYED TO MEN ONLY!

In Shakespeare's day, women were not allowed to attend the theatre. Thus his dramas played to audiences consisting of men only.

As a result, for many years Shakespeare was looked upon as a hack writer of popular plays. But, as time passed and customs changed, women began attending the theatre and Shakespeare was soon regarded as the master writer of them all.

Which indicates that it takes a complete audience to pass sound judgment.

In radio this same rule applies. If you're advertising your product over the air, you need a complete audience to pass judgment in terms of increased sales. WCBM can offer you this advantage, because listening to WCBM is a habit in Baltimore.

The Blue Network Outlet

WCBM

Baltimore's Listening Habit

John Elmer *President*	**Free & Peters, Inc.** *Exclusive National Representatives*	**George H. Roeder** *General Manager*

MILITARY HONOR AWARDED PIERCE

ROBERT MORRIS PIERCE was named last week as one of six civilians assigned by the OWI to the Psychological Warfare Branch of the 12th Army Group who have won military commendations for their work on the Continent since D-Day. The commendation for Mr. Pierce, who has returned to his old post as chief engineer for the Richards-Fitzpatrick stations (WGAR WJR KMPC), was endorsed by Gen. Robert A. McClure, chief of Psychological Warfare for Gen. Eisenhower.

Morrie's outstanding feat on the Continent was the capture of Radio Luxembourg's powerful transmitter at Junglinster last September shortly after the American forces reached the city of Luxembourg, where the station's studios are located. For his ingenuity in getting the station intact for the Allies he had been commended by Col. C. R. Powell of the 12th Army Group for "efficient, prompt and vigorous action" and "foresight in procuring adequate armed assistance . . . for the capture and protection of this very important station" [BROADCASTING, Oct. 23].

Earlier, Morrie had distinguished himself while in charge of engineering operations for OWI in the Mediterranean Theatre.

Speak to the Dollars

IN PROSPEROUS DAYTON AND

MIAMI VALLEY through

WHIO

For Your Sales Message
WHIO has more listeners than any
other local Station.
NEWS: UP, INS, PA, plus CBS' BEST

5000 Watts ★ 1290 on the dial

BASIC C. P. Hollingbery Co., Representatives

C B S Harry S. Cummings, Southeastern Representative

Radio Flood Aid

(*Continued from page 18*)

wall at Portsmouth by sand bags with a crest of 65 feet expected.

WPAY went on 24-hour schedule to present reports and service bulletins as the emergency developed. Station had been airing announcements and programs since March 2 when heavy rains poured into the already swollen river.

With its city well protected by a system of levees, WKRO Cairo, Ill. is presenting information talks and programs for surrounding farm areas, large portions of which are under water. Crest of 54 ft., only 5½ ft. under 1937 high, is predicted March 15. Business and industry would not be affected, according to reports.

Net Coverage

Direct pickups from Cincinnati, Louisville and other Midwest and Southern cities were included in the networks' scheduled news periods last week to bring listeners first-hand accounts of the flood. In response to queries to eight affiliates in the stricken areas CBS received reports of continued normal operations, WPAR Parkersburg reporting that it was acting as clearing house for evacuation work. Early stages of flood postponed air debut of WJXN Jackson, Miss. as a Mutual affiliate from March 1 to March 11.

CBS put on a report by Rex Davis, chief announcer, of WCKY, 6:45 p.m. Tuesday, and on Wednesday devoted its feature story program to pickups from Mr. Davis, Peter Flench of WHAS and Fred Rollinson, WEOA Evansville, and from WREC Memphis.

Howard Chamberlain of WLW was on NBC Wednesday at 12:02 p.m. with eyewitness description of scene at Portsmouth. He broadcast direct from the town at 7:15 p.m.

The present mayor of Cincinnati compared notes with the mayor in office during 1937 flood in a special pickup from WKRC on Mutual, 11 p.m. Tuesday. Reports from WKRC WGRC WCAE were carried Wednesday 7:45-8 p.m.

Austin Williams reported from WSAI on the Blue Tuesday 7 p.m. and Wednesday 3 p.m., and Harry McTigue from Louisville 8:30 a.m. Wednesday.

Through the local chapters of the American Red Cross, special scripts and information for programs on disaster preparedness and operation can be obtained. Script numbers are 350-352. The ARC *Service Unlimited* series now carried by more than 200 stations features quarter-hour disaster programs the weeks of March 4-11, April 1-8 and 8-15. Programs may be ordered through local chapters.

Information Asked On AFM Practices

ADVISED by Chairman Clarence F. Lea (D-Cal.) of the House Committee on Interstate & Foreign Commerce that further hearings will be held to consider legislation to curb Petrillo practices affecting broadcasting, the NAB last week called upon all stations to submit information on their relations with AFM to assist the Committee in writing a bill to protect the freedom of the air.

In a special bulletin to stations NAB reproduced a letter sent by Chairman Lea to about 30 organizations, agencies and broadcasters declaring that the Committee is interested in broadening the scope of the Vandenberg Bill (S-63) and its House counterpart, the Dondero Bill (HR-1648), which are confined to prohibiting interference by the AFM with broadcasting of noncommercial cultural and educational programs.

Other Aspects

Chairman Lea's letter points out that during the course of hearings Feb. 22, 23 on these bills testimony was presented which showed the need for taking up other aspects of the problem affecting broadcasting. "Some of the practices which have come to our attention," the Chairman wrote, "include the ban which was recently in effect upon the making of records and transcriptions, the quota system for the employment of musicians, the employment of 'standby' musicians, restrictions on the appearance of members of the AFM on television broadcasts, restrictions on the use of service bands on the air, and the dispute between AFM and NABET concerning platter turners."

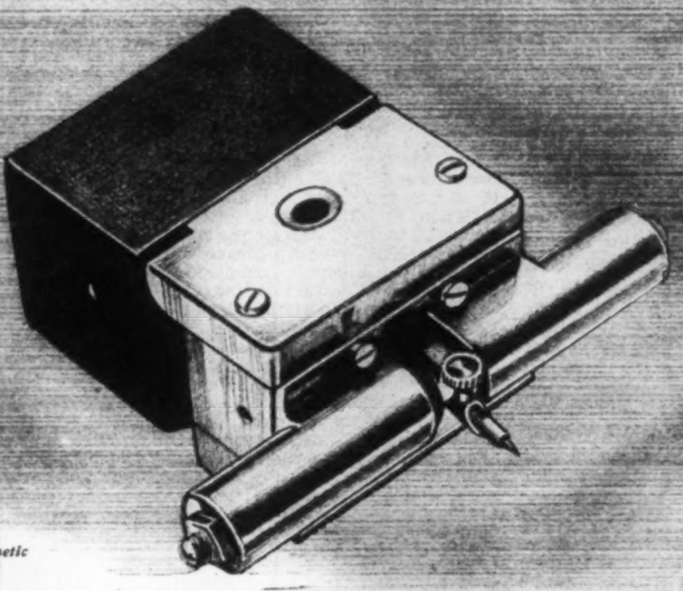
Shake hands with WFPG
ATLANTIC CITY, N.J.

EDDIE KOHN, genial manager of
WFPG, New Jersey's ONLY Blue Network Outlet will
be glad to give you a friendly tip on the voluminous amount of
ALL YEAR AROUND business to be obtained from the
Seaboard Area.
For further details on WFPG---write EDDIE KOHN, ATLANTIC CITY, N. J.
For further details on other Friendly Group Stations, write
JOHN LAUX, Managing Director
"THE FRIENDLY GROUP", STEUBENVILLE, OHIO

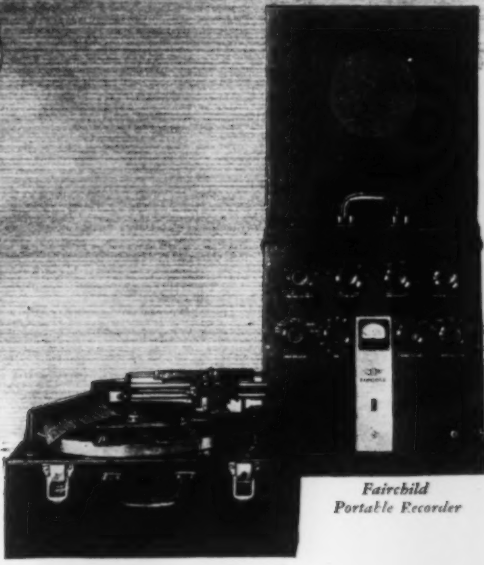
WSTV WFPG WJPA WKNY
STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

THE FRIENDLY GROUP

SOUND EQUIPMENT — *precisionized — mechanically and electronically — for finer performance*



No. 541 Magnetic Cutterhead



Fairchild Portable Recorder

Freedom from Distortion . . . *less than 1% at 400 cycles*

Laboratory tests measure a distortion freedom of less than 1% when a 400-cycle note is recorded . . . with a Fairchild No. 541 Magnetic Cutterhead . . . at a level of + 18db (reference .006 watts) to produce a stylus velocity of 2.5 inches per second.

Exceptional design and precision skill has produced a magnetic cutterhead that successfully damps the moving armature — through the use of unusually long cushion blocks and a positive means of adjusting and maintaining the armature in correct balance.

The result is the long sought *correct bass response* that remains free from distortion while producing the finest possible full volume recordings up to 8,000 cycles.

When mounted in a Fairchild adapter, the No. 541 Magnetic Cutterhead also provides a sapphire advance ball on a swivel mount that permits instant change from "in-out" to "out-in" cut direction . . . a micrometer-threaded screw control of cut depth . . . and an easily accessible screw adjustment of the cutting stylus angle.

Standard with the No. 539 Fairchild Recorder, the outstanding performance and operating qualities of the No. 541 Magnetic Cutterhead are now available to all owners of earlier Fairchild portable models and many other types of recorders.

Descriptive and priority data are available. Address *New York Office:* 475 - 10th Avenue, New York 18; *Plant:* 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.

Fairchild CAMERA
AND INSTRUMENT CORPORATION

SOUND EQUIPMENT

60 kw Poised to Enter Berlin

(*Continued from page 13*)

dio contact with America pursue the policy established by SHAEF during the invasion of France. Then, it will be recalled, a 400 w transmitter, employed for voice and code relay, was set up on the beachhead within range of enemy shellfire. As soon as signal contact was made broadcasts directly to American pickup points were launched.

Hundreds Died Needlessly

It is not unlikely that the 60,000 w mobile transmitter—more powerful than any standard broadcasting station operating in this nation—will carry to American audiences the voice of Gen. Eisenhower, supreme commander of the ETO. His present headquarters are in Paris. An air flight from Paris to Berlin takes less than an hour.

The part radio will play in the broadcast of Armistice news has been reported previously [BROADCASTING, Sept. 18]. At 5 a.m. in 1918 the Armistice was signed in Paris. Six hours were allowed for word to reach the men in the field. In those tragic hours, hundreds died and were wounded needlessly.

In this conflict, War Dept. spokesmen believe, front line soldiers slugging their way forward will know of Armistice within minutes after terms are met. Radio will carry word to the rest of the world as rapidly as correspondents can reach established studio locations with communiques.

It is believed that Gen. Eisenhower will employ radio to announce any cessation of hostilities to our troops first, even before reporting to the War Dept. in Washington. The powerful Luxembourg station operated by SHAEF and by ABSIE, the OWI outlet in England, can be employed for this purpose and to inform German soldiers that they should lay down their arms. There is adequate evidence that both of these transmitters are monitored constantly by the Germans.

IF YOU SELL

DRUGS

(OR DRILLS OR DYE)

ASK YOUR DISTRIBUTOR ABOUT

KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. *You* figure out how much toothpaste and Tanglefoot that means!

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, *anywhere*. For instance, an independent coincidental daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He *knows* — and ten to one he'll say "KDAL"!

1000 WATTS . 610 KC . CBS

FREE & PETERS, INC., Exclusive Representatives

P&G RESHUFFLING NETWORK SCHEDULE

PROCTER & GAMBLE CO., Cincinnati, is engaged in a reshuffling of its network schedule affecting three daytime serials, with *Rosemary* definitely set to move from NBC to CBS, and a new time sought for *Road of Life* and *Star Playhouse* on NBC.

Trend is toward securing an earlier period on NBC than the current 45-minute block now occupied by P&G 11-11:45 a.m. across the board. First step is shift of *Rosemary* from 82 NBC stations 11:15-11:30 a.m. to 75 CBS stations 2:15-2:30 p.m. Serial will begin on CBS March 26 but will continue in duplicate on NBC through March 30. The 2:15 p.m. spot now occupied by General Foods *Two on a Clue*, will be vacated when G-F through Young & Rubicam shifts the mystery to 2-2:15 p.m. on 123 CBS stations March 26, replacing *Joyce Jordan*, which goes off the air.

Procter & Gamble is dropping the last quarter-hour segment of its 11-11:45 p.m. sequence on NBC, filled by *Star Playhouse* for Crisco and Dreft. Plan is to move this serial and *Road of Life* (Duz) 11-11:15 a.m., into an earlier half-hour block, if West Coast stations can be cleared. Alternative will be to place *Star Playhouse* after *Road of Life*, giving P&G the 11-11:30 a.m. sequence.

Agencies for *Rosemary* are Benton & Bowles (White Laundry Soap), Compton Adv. (Ivory Flakes), and Pedlar & Ryan (Dash). Compton Adv. handles *Road of Life*, and shares *Star Playhouse*, for Crisco, with Dancer-Fitzgerald-Sample (Dreft).

Blue Names Lalley

BLUE Network, which has been reorganizing the executive setup for its advertising and sales promotion activities, has appointed Thomas L. Lalley as promotion manager. Announcement was made last week by Fred Smith, vice-president in charge of advertising, sales promotion and publicity. E. J. (Mike) Huber, whose appointment as advertising manager was announced the preceding week, [BROADCASTING, March 5], will bear the title of coordinator of advertising and sales promotion. Ivor Kenway handles advertising and promotion for M and O stations and Murray Grabhorn, assistant sales manager, handles Blue programs. Mr. Lalley comes from Army service.

Victor H. Hanson

VICTOR H. HANSON, widely known newspaper publisher an owner of WSGN Birmingham, wh died March 7 in Birmingham fol-

Mr. Hanson

lowing a short il- ness, in the early twenties gave t Alabama Poly- technic Institute Auburn, Ala., Ra- dio Station WAP to promote educa- tion.

At that time the station wa located at Au- burn. In 1927 i was moved to Birmingham. In 1936 Mr. Hanson obtained control o WSGN which was a 100-250 w station. In 1937, Henry J. John- ston, Mr. Hanson's nephew-in-law was put in charge of the station He is still its directing head.

WSGN, operating on 610 kc, ha been stepped up to 1,000 w nigh and 5,000 w day. In keeping wit Mr. Hanson's desire to render th best possible radio service to th state, application for FM was file with the FCC in 1944, and i pending.

Mr. Hanson was owner of *Th Huntsville Times*, Huntsville, Ala. which in 1944 filed application fo an FM station for Huntsville.

Mr. Hanson's title was chairma of the board of The Birmingha News Co. which operates WSGN.

AAF Readies Show

ARMY AIR Forces will produce a new program, *Fighting AAF*, o the Blue Network, 1:30-2 p.m. Sat- urdays, starting in late March o early April and featuring pickup from combat correspondents plu AAF band, a high-ranking office and wire recordings of air bomb- ings. Contract for sponsorship i expected momentarily, Blue report- ed, with provisions for standb fees for both musicians and actors Program, to be coordinated by Maj. Fred Brisson, will be produced b Capt. Perry Lafferty and writte by Sgt. Warren Lewis.

Cosmetic Spots

SPRNG and summer spot radio fo Elizabeth Arden's Velva leg film ha started in the South, with over-al nation schedule to include five-time weekly chainbreaks for 8 or 13 week in 37 cities. Blaker Adv. is agency

KDKA
PITTSBURGH
Calling the Six Millions
WESTINGHOUSE RADIO STATIONS Inc

Yep! By Cracky - - -

"I'm back on the air with my powerful little 5 Watter"

Yes Siree . . .

The "Old Jumpin' Jenny Wren" is again at the controls of Station E-Z-R-A, down in Rosedale! Uncle Ezra has answered the call of his many, many friends with his infectious chuckle, his philosophy, his thought "fer the day" and his, "HOWDY EVVEBUDDY!"

In this new series of transcribed five-minute broadcasts all programs have been planned to permit—

ONE MINUTE AND THIRTY SECONDS FOR LIVE COMMERCIALS

Exclusive to one Station in each City!

WRITE—WIRE **or telephone for audition transcription.**

CO-OPERATIVE BROADCASTING SERVICE

Thomas Albert Gannon, Director

BOARD OF TRADE BUILDING, CHICAGO 4, ILLINOIS TELEPHONE WABASH 6243

IN EASTERN NORTH CAROLINA
WRRF
COMPLETELY COVERS THIS
HUNDRED MILLION DOLLAR MARKET
Over 600,000 Population
67,144 RADIO HOMES
6,188 Retail Outlets
Annual RETAIL SALES
Over $100,000,000
Write Us Today for Our
New Informative Folder
TARHEEL
BROADCASTING SYSTEM, INC.
WASHINGTON, NORTH CAROLINA
National Radio Representatives
FORJOE & CO.
New York « Chicago « Philadelphia

Every national advertiser
wanting results in the
MARITIME PROVINCES
OF CANADA
should make sure that his
schedule includes
CHNS
Halifax, Nova Scotia
JOE WEED & CO.
350 Madison Avenue, New York
Representatives

LIKE WLS IN CHICAGO
KTUC
GETS
RESULTS
IN TUCSON
CBS. Affiliated with The Arizona
Network—KOY, Phoenix,
KSUN, Bisbee-Lowell-Douglas.
JOHN BLAIR & COMPANY

OVER 160,000
RADIO HOMES
In WMOH
.5 MV/M Area
The SPOT For
Your SPOTS Is
WMOH
Hamilton, Ohio

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MARCH 3 TO MARCH 9 INCLUSIVE

Decisions . . .

ACTIONS BY COMMISSION

MARCH 6

1400 kc-KENO Las Vegas, Nev.—Granted vol. assgn. license from Nevada Broadcasting Co. to Maxwell Kelch and Laura Bell Kelch d/b Nevada Broadcasting Co.

1340 kc-WMFF Plattsburgh, N. Y.—Granted transfer control from Edward H. Bragg and Leslie F. Bragg to George F. Bissell through purchase 169 sh (51.9%) for $24,000.

NEW-1340 kc The Brockway Co., Massena, N. Y.—Designated for hearing application for CP new standard station 250 w unlimited.

NEW-1230 kc Birney Imes Jr., Corinth, Miss.—Designated for hearing application for CP new standard station 250 w unlimited.

Adelaide Lillian Carrell, Wichita, Kan.—Adopted order granting petition to dismiss without prejudice application for CP new standard station.

1160 kc-WJJD Chicago—Granted transfer of control from Marshall Field to Field Enterprises Inc.

1360 kc-WSAI Cincinnati—Granted assignment of license from Marshall Field to Buckeye Broadcasting Co.

NEW-1340 kc Robert W. Rounsaville, Cleveland, Tenn.—Adopted memorandum opinion ordering issuance of CP pursuant to FCC Policy 1-16-45; granted application for new station 250 w unlimited.

NEW-Harvey Radio Labs., Cambridge, Mass.—Granted CP new developmental broadcast station; frequencies to be assigned by FCC; AO A4 and special FM emission.

ACTIONS ON MOTIONS

MARCH 7

KOMO KJR Seattle—On Commission's own motion ordered that hearing on license renewal applications (main and aux.) be continued from 3-15-45 to 4-16-45.

WOKO Albany—Granted request for advancement of oral argument re license renewal now set 3-28-45 and advanced same to 3-14-45.

ACTIONS BY ADM. BOARD

MARCH 5

1240 kc-WCHV Charlottesville, Va.—Granted license to cover CP change frequency to 1240 kc.

NEW-42.9 mc U. of Kentucky, Lexington—Granted license to cover CP new noncommercial educational station (WBKY).

Bernard Fein, New York—Placed in pending file application for CP new FM station.

Sacramento Valley Broadcasters, Marysville, Cal.—Same.

Applications . . .

MARCH 7

NEW-Channel 4 The Crosley Corp., Dayton, O.—CP new commercial television station, ESR 1920.

NEW-45.7 mc WKMO Kokomo, Ind.—CP new FM station, 6,900 sq. mi., $25,000 estimated cost.

MARCH 8

NEW-Channel 9 Philadelphia Daily News, Philadelphia—CP new commercial television station, ESR 770.7.

NEW-Channel 3 Iowa State College of Agriculture & Mechanic Arts, Ames—CP new commercial television station, ESR 1227, 1062.

750 kc-KXL Portland, Ore.—Mod. license change hours operation from limited to unlimited.

NEW-44.3 mc KTMS Santa Barbara, Cal.—CP new FM station, 17,273 sq. mi., $55,385 estimated cost.

NEW-1240 kc Midwestern Broadcasting Co., Cadillac, Mich.—Petition for consideration and grant under FCC Policy 1-16-45 of application for CP new standard station 250 w unlimited.

MARCH 9

NEW-Raytheon Manufacturing Co New York—CP new development broad cast station 47-47.2 mc 5 kw speci emission.

1240 kc-WFVA Fredericksburg, Va.— License to cover CP change frequenc to 1240 kc.

1240 kc-WMIS Natchez, Miss.—Licens to cover CP change frequency to 1240 kc.

1240 kc-KFOR Lincoln, Neb.—Vol transfer control from Charles T. Stuar and James Stuart to Stuart Investment Co.

1290 kc-KOIL Omaha—Same.

NEW-42.3 mc Sacramento Unifie School District, Sacramento, Cal.—C new noncommercial educational statio 250 w A3 emission.

Tentative Calendar . . .

MARCH 14

Oral Argument

WOKO Albany—License renewal. Other participant: The Press Co. In

in the CONTROL ROOM

J. WILLIAM WUNDERLICH, forme WFBL Syracuse control room enginee is now in Italy with the Psychologic Warfare Branch, radio section.

T/4 PAUL R. KALBFLEISCH, forme CBS engineer in Chicago, has bee serving in a base supply depot in south western China.

LAWRENCE B. SMITH, KGVO Missoul Mont. engineer, is the father of a bo

CORP. J. R. MARLETTE, stationed Bowman Field, is acting as parttim engineer for WINN Louisville.

EDWARD J. CONTURE, former engine of WEEI Boston, has joined Blue Holly wood staff as studio-field engineer.

LT. COL. PAUL CLARK, former N central division engineer, on leave w the Air Transport Command, is the f ther of a girl.

Network Accounts

All time Eastern Wartime unless indicated

New Business

CARTER PRODUCTS, New York (liver pills), on April 2 starts John J. Anthony's Goodwill Hour on 10 MBS stations Mon. thru Fri. 1:45-2 p.m. Agency: Ted Bates Inc., N. Y.

Renewal Accounts

B. F. GOODRICH Co., Akron (rubber goods), on March 12 renews Joseph C. Harsch—Meaning of the News on 132 CBS stations Mon. thru Fri. 6:55-7 p.m. Agency: BBDO, N. Y.

S. C. JOHNSON & SON, Racine, Wis. (wax, other products), on April 3 for 52 weeks renews Fibber McGee & Molly on 139 NBC stations Tues. 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

NOXZEMA CHEMICAL Co., Baltimore (skin cream), on March 10 renewed The Mayor of the Town on 61 CBS stations Sat. 7-7:30 p.m. (rebroadcast 10:15 p.m.). Agency: Ruthrauff & Ryan, N. Y.

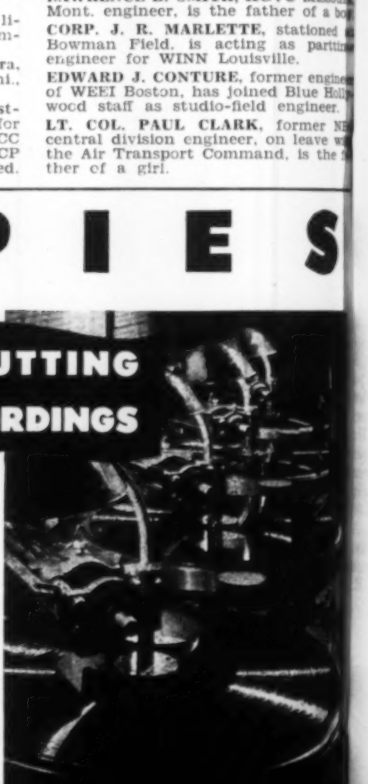
Net Changes

GENERAL Foods Corp., New York, on March 26 shifts Two on a Clue (La-France, Satina, Postum, Post's Raisin Bran) from 123 CBS stations Mon. thru Fri. 2:15-2:30 p.m. to 123 CBS stations Mon. thru Fri. 2-2:15 p.m., replacing Joyce Jordan (Grapenuts & Grapenuts Wheatmeal). Agency: Young & Rubicam, N. Y.

E. R. SQUIBB & Sons, New York, on March 26 replaces To Your Good Health with Jimmy Carroll Sings on 131 CBS stations, Mon. 6:15-6:30 p.m. Agency: Geyer, Cornell & Newell, N. Y.

FRANK H. LEE Co., Danbury, Conn. (men's hats), on March 25 shifts Little Known Facts About Well Known People from Wed. 10-10:15 p.m. to Sun. 2:45-3 p.m., at same time adding 139 MBS stations making a total of 175 MBS stations. Agency: William H. Weintraub & Co., N. Y.

C O P I E S
BY DIRECT CUTTING
OF YOUR RECORDINGS
33⅓ RPM transcriptions
for broadcast or audition
use.
24 HOUR SERVICE
—packaged and shipped
from Chicago.
Aluminum based material
available for broadcast use.
Write for
complete
details and
prices.
L. S. TOOGOOD
RECORDING COMPAN
221 N. LA SALLE ST. CHICAGO



Your Coming New Zenith will be the World's Finest Radio because

All Zenith's Engineering Power is Concentrated on

"RADIONICS EXCLUSIVELY"

THE VAST new science of RADIONICS is a jealous wife. She demands undivided devotion from him who would share her secrets and master their application. Many of these secrets are still so sensational that they cannot even be made public!

It is only natural that you can expect the world's foremost radio values in the coming new Zenith *Radionic* models. For Zenith does not divide its engineering and manufacturing power among unrelated fields like refrigerators, washing machines, electric irons, cooking ranges and vacuum cleaners. Zenith has no intention of competing with lifelong *specialists* in those fields.

RADIONICS demands a degree of imagination in engineering and precision manufacture ***unknown*** in other mass production fields. That's why every Zenith worker has always been, always *will* be, a highly trained specialist in "RADIONICS EXCLUSIVELY."

BEFORE the war, this policy made Zenith one of the largest radio manufacturers in the world . . . with an unrivaled record of top performance in millions of sets, at lower service expense to owners than any other make!

In the war, "RADIONICS EXCLUSIVELY" has made Zenith Radionic military equipment famous in *every* branch of our armed forces! This has meant a wider, more intensive development by Zenith in High Frequency, the basis for all FM, Television and Short Wave advancements. It is a matter of record that years ago short wave communication was introduced into the U. S. Navy by Zenith!

No wonder Zenith—and *only* Zenith—is able to launch a RADIONIC REVOLUTION!

YES, your coming new Zenith Radionic Radios, Global Portables and Radio-Phonographs will bring miraculous tone of such clarity, brilliance and beauty as you've *never* heard before! They will combine advanced engineering, precision quality and low cost as *never* combined before!

The ZENITH RADIONIC REVOLUTION is on the way! Watch for it! Don't risk your radio dollars—put them on a name you know will be a *proven* winner. *Keep your eye on Zenith for the best in radio, and see Zenith first!*

ZENITH RADIO CORPORATION, Chicago 39, Ill.
All Production Now for War or Rehabilitation

COPYRIGHT 1944, ZENITH RADIO CORP.

Keep Your Eye on ZENITH for the Best in Radio!

REG. U. S. PAT. OFF.
LONG DISTANCE RADIO
REG. U. S. PAT. OFF.

RADIONIC PRODUCTS EXCLUSIVELY—
WORLD'S LEADING MANUFACTURER

RADIO · FM · TELEVISION · RADAR · SHORT WAVE · RADIO-PHONOGRAPHS · HEARING AIDS

XUM

"PERSONAL PROBLEMS"
with
ALLIE LOWE MILES
TRANSCRIBED
3 TO 5 TIMES A WEEK
NOW AVAILABLE
Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue · NEW YORK CITY

WBNX
DAILY PROGRAMS IN
Italian Polish
English
Jewish
German
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Free Speech "MIKE"
KMPC
BUILDS
GOODWILL
THROUGH
PARTICIPATION
IN COMMUNITY
ACTIVITIES
KMPC
LOS ANGELES
710 Kc.-10000 WATTS
THE WEST'S GREATEST INDEPENDENT
National Sales Representative • Paul H. Raymer Company

U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

$400,000 Is Pledged to BMB

(*Continued from page 16*)

page report, was released last week by the New York independent. The study was undertaken, according to WNEW's management, to analyze actual methods to be employed by BMB in surveying radio audiences.

Main questions which the study sought to answer were: Who answers the ballot? How well does the question asked cover all station listening?

The study covered 1400 homes in Manhattan. Of these, 200 were upper income; 400 were average income; 400 were below average income; 400 were Italian homes. The ballot was mailed and followed by a postcard reminder two days later. The ballot carried an inducement to answer in the form of a promise to pay 10 cents to the Red Cross for each completed return. After replies from the ballot and the followup postcard were tabulated, personal interviews were held with equal numbers of families in each of the three income groups. A total of 300 personal interviews were conducted, half with families who had answered the ballot, half with families who had not.

Main findings were these:

(1) The economic level played a definite role in determining who answered the mailed ballot. The higher the level of the group, the greater the percentage of replies. The foreign language group was especially low in its replies.

(2) Economic level was related to the stations mentioned by the respondents. Some stations were shown to have marked appeal for high income groups. Others were favored by low income groups.

(3) The families who did not answer the ballot were less radio-minded than those who did, the study showed. They listen fewer hours per day, according to the study, and it is consequently concluded that the method of balloting inflates station circulation.

(4) Reasons for not answering differed markedly. High income group representatives who did not answer said they were indifferent to questionnaires. Low income individuals not answering said they did not understand the ballot.

(5) Network stations are sufficiently well identified by call letters, the study reveals, to be listed consistently in both the mailed ballots and again in the followup interviews. Knowledge of independent stations, it is concluded, is much less certain and reliable.

(6) When a checklist of programs was given to the respondents, it was discovered, many mentions of programs heard regularly were noted which did not correspond with stations mentioned on original ballot.

(7) There was a longer list of stations heard by respondents who said they had checked station lists in newspapers when replying to the ballot than by those who had not checked. The ballot seemed also to have been answered in most cases after family consultation, the report states.

It is noted [BROADCASTING, Feb. 26] that less than 50% of these solicited replied to the ballots. The BMB plan calls for a percentage return that high before the ballot can become an official gauge of station circulation. Percentage replying, by income group: high—55%; medium—41.5%; below average—36.5%; foreign language—31.8%.

The study points out that only 5.6% of the ballots did not reach addressees. Of those not replying who were interviewed subsequent to the study, 25% said they had not seen the ballot. One of every five of those who did not answer the ballot said they did not understand it. Most of these were in the low income bracket.

Survey Table

Distribution of station mentions by income group plus one Italian group — on Mailed Ballot* — N—Night, D—Day:

	High Income		*Medium Income*		*Low Income*		*Italian*	
	% N	% D	% N	% D	% N	% D	% N	% D
WABC	83	62	85	63	81	57	79	56
WEAF	86	59	86	69	81	60	73	50
WJZ	81	51	74	54	80	50	75	46
WOR	81	55	79	60	87	66	72	49
WNEW	27	27	32	31	31	32	55	45
WMCA	34	27	26	29	29	24	31	19
WQXR	44	28	16	13	10	7	8	7
WHN	28	25	32	30	33	30	19	17
WINS	7	7	14	18	11	16	12	10
WNYC	15	13	12	15	5	9	17	18
WOV	6	4	9	5	9	5	21	19
WBNX	12	6	8	7	9	2	7	2
WLIB	2	6	3	5	2	2	3	3
WAAT	2	3	6	7	7	9	14	14
WEVD	3	2	—	—	3	2	1	1
WHOM	2	2	3	2	2	3	23	13
WBYN	—	—	1	1	2	2	1	1
WPAT	—	—	1	1	1	1	—	1
WWRL	—	—	3	1	1	—	—	—
Number of Cases:**	94		128		109		95	

*The figures in this table are the percentages checking stations listened to one or more times a week.

**These numbers are the usable returns, shown as percentages in the table above.

WMCA New York has subscribed to BMB, Nathan Straus, station president, was to announce March 12, first non-network station in New York City to subscribe.

BLUE COMMENTATOR POLICY IS ADOPTED

RAYMOND MOLEY, who started a weekly commentary on the Blue last Sunday, was selected as a "conservative" in line with the network's new plan to establish a greater political balance in its overall news commentary schedule, Robert E. Kintner, vice-president of the Blue in charge of news and news features, explained last Thursday at a press luncheon for Mr. Moley at the Waldorf-Astoria Hotel, New York

Walter Winchell and Drew Pearson, by virtue of their predominant audience appeal, have weighted the Blue scales a bit more on the "New Deal" side, Mr Kintner explained, continuing "the public is entitled to an interpretation of the news which may be slightly different in political thinking from the so-called New Dealers."

NAB Program Session

STATION and network program men will come to Washington for a three-day meeting March 14-16, the NAB announced last Wednesday. Chairmen of programming activities from all 17 NAB districts will meet with the executive committee on industry programming and government officials for the session.

Treasury officials will advise the group on plans for the Seventh War Loan Drive on the second day of the meeting. Officials of both Censorship and the OWI also will address the group which will concern itself with all phases of radio's war activities.

NAB Labor Plan

A BUDGET of approximately $60,000 to expand NAB labor relations activities was urged by the Labor Executive Committee at a meeting in New York March 6-7. Part of a four-point plan, the recommendation will be sent to members of the full labor committee for comment and vote. Action came following presentation of the expansion plan by John Morgan Davis, labor counsel. Present at the meeting, in addition to President J. Harold Ryan and Secretary-Treasurer C. E. Arney Jr., were Chairman Harry LePoidevin, WRJN Racine; Frank K. White, CBS New York; Calvin J. Smith, KFAC Los Angeles; William E. Hutchinson, WAAF Chicago; Campbell Arnoux, WTAR Norfolk; Stephen R. Rintoul, WSRR Stamford.

NAB DISTRICT MEETINGS

REVISED schedule of NAB district meetings follows:

Second District

District 4—D. C., Virginia, West Virginia broadcasters, Washington—Monday, Tuesday, March 12-13, Statler.

District 4—N. C., S. C. broadcasters, Charlotte, N. C.—Thursday, Friday, March 15-16 (Hotel Charlotte).

District 5—Ga., Ala. broadcasters, Atlanta—Monday, Tuesday, March 19-20 (Henry Grady Hotel).

District 5—Fla., Puerto Rico broadcasters, Jacksonville—Thursday, Friday, March 22-23 (probably Hotel Mayflower).

District 7 — Cincinnati — Monday, Tuesday, March 26-27 (probably Hotel Gibson).

District 9—Chicago—Thursday, Friday, March 29-30, Palmer House.

District 8—Detroit—Monday, Tuesday, April 2-3 (Book-Cadillac).

CRYSTALS
HOLLISTER CRYSTAL CO.
Boulder Colorado
QUARTZ OSCILLATORS SINCE 1927

OK station
? time
OK time
? station
OK station
OK time
? market
250 W
OK station
OK time
? spots
?
550 KC
500 W
100 W

Seein' SPOTS before your eyes..?

In a tight spot because radio spots are so tight?
And the network shows are sold solid?
Mr. – we can get you out of *that* dilemma!
You'll see eye to eye with us on this solution.
Because the people know a good thing when they *see* one.
The show of shows today is motion pictures.
Yes, motion picture advertising is the soundest answer to your promotion problem right now! Just think, you can buy up to 11,000 theaters.
That's tops for licking the scarcity of space that currently exists in other media.
It all happens in one minute – but it opens the door to more new business than you ever dreamed of seeing in one spot.
For there's nothing quite like this unique medium to reach *all* the audience and deliver *all* your sales message. These one minute films dominate the area you wish to cover because they are shown in neighborhood theaters to folks in their very own community.
So how can you miss with such an unusually powerful advertising program?
Movies are so easy to see, so easy to hear. Always with human appeal, these films soften people's hearts, open their purses. No other medium brings the story you have to tell closer home.
No other medium *sells* like moving pictures!
You'd expect an advertising effort of this calibre to be expensive!
Not on your life! Actually it costs less than ordinary advertising.
Motion Picture Advertising Service and United Film Service handle all production, distribution and billing.
Get full facts NOW – they'll pay you big dividends!

United Film Service, Inc.

2449 Charlotte St.
Kansas City, Mo.

333 N. Michigan Ave.
Chicago, Ill.

4736 17th Ave. So.
Minneapolis, Minn.

11 McLean Ave.
Detroit, Mich.

★

Motion Picture Advertising Service Co., Inc.

70 E. 45th St., New York, N. Y.
1032 Carondelet St., New Orleans, La.
141 Walton St., Atlanta, Ga.
82 Madison Ave., Memphis, Tenn.
418 Watts Bldg., Birmingham, Ala.
923 15th St., N. W., Washington, D. C.
3 Langdon Sq., Cambridge, Mass.
2339 Bryn Mawr Ave., Philadelphia, Pa.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good post-war future. Box. 932, BROADCASTING.

Good combination man with first class license, to take over duties as chief engineer for progressive, local 250-watt station. Midwest. Good salary. Send qualifications to Box 218, BROADCASTING.

Announcer wanted by network station in southwestern city. Ideal working conditions. Base pay $35.00 weekly for 40 hours. Time and half over 40. Box 375, BROADCASTING.

Sales production manager with program and sales experience desired by California regional network station. Give complete qualifications, personal history and salary desired. Answer Box 387, BROADCASTING.

Wanted—Man to serve as salesman-announcer by west coast regional network station. Previous radio experience unnecessary if education, voice and common-sense okay. Prefer World War 2 veteran. Answer Box 388, BROADCASTING.

Indiana 250-watt station wants announcer, also operator-engineer. First class license not essential. Box 389, BROADCASTING.

Immediate and future openings for discharged servicemen in announcing, production and program departments. We are looking for men who desire to build for postwar period. 5000-watt Mutual affiliate and key station for expanding regional network. Box 394, BROADCASTING.

Discharged servicemen wanted as radio salesmen. Exceptional opportunity. Excellent drawing account and commission. Also, opening for engineer. 5000-watt Rocky Mountain station. Box 395, BROADCASTING.

Planning staff for new station in southeast. Independent in major market. Opportunities for all branches radio personnel with no threat postwar replacement. Men, women, give full information on training, experience, or both. Good salaries. Box 396, BROADCASTING.

First class engineer wanted for 250-watt Indiana Blue Network station. Permanent job for right man. State full particulars and salary expected in first letter. Box 399, BROADCASTING.

Manager for Radio Center—250-watt southern station wants good showman to plan and direct barn dances and other radio and program features. Want steady, experienced radio-amusement man, good background and education. May consider part interest to right man. Give full personal history, experiences, qualifications, references in first letter. Box 400, BROADCASTING.

Operator—One kilowatt Blue Network station requires operator with first class license. Fifty hours with time and half over forty hours. Box 405, BROADCASTING.

Announcer—Versatile announcer required by one kilowatt Blue Network station. Box 406, BROADCASTING.

A NEWSPAPER OWNED BASIC BLUE OUTLET IN MAJOR EASTERN MARKET NEEDS ASSISTANT MANAGER. MUST BE EXPERIENCED IN RADIO SALES; UNDERSTAND WORKING WITH DEPARTMENT HEADS AND EMPLOYES IN DEVELOPING SALES, PROGRAMS, SENSING PUBLIC SERVICE AND SUPERVISING SPECIAL EVENTS. GOOD VOICE ESSENTIAL, CLEAR THINKING A NECESSITY. POSTWAR EXPANSION PLANS OPEN THIS OPPORTUNITY. OVER 300,000 PEOPLE IN HALF MVM DAY ZONE, ONLY STATION, SEND FULL DETAILS, PICTURE, INTERVIEW NECESSARY, SALARY ATTRACTIVE FOR RIGHT MAN. BOX 412, BROADCASTING.

Copywriter—If you are a gal radio copywriter, with commercial copy experience and want a permanent agency where there is real opportunity, write, outlining your experience and qualifications. Give complete information in first letter, including age and salary desired. Send samples of copy. Jessop Advertising Company, 21st floor, First Central Tower, Akron 8, Ohio.

Help Wanted (Cont'd)

Wanted—Two radio operators and repairmen or two radio operators. If repairmen are not available, with at least second class radio telephone operator's license issued by the Federal Communications Commission to work in the Fire and Police Signal Bureau, City of Jacksonville, Florida. Salary: $184.16 to start, periodical service raises. Apply by letter City Civil Service Board, '34 South Laura Street, Jacksonville, Florida.

Technician—Draft exempt, at least 2nd class licensed, wanted, permanent position. Pacific Northwest 1000-watt network station, KUJ, Walla Walla, Wash., I. B. E. W. scale.

Announcer — Some experience news, commercials, transcribed programs. Chief announcer opportunity for dependable man. Good salary, 40-hour week, no nights, no overtime. Splendid summers in cool, scenic west. Around April first. KIUP Durango, Colorado.

Operators—Two, with first or second class radio telephone license. Fine midwest city, 250-watt NBC affiliate. Could possibly arrange for men to attend University and draw full pay. Positions available immediately. No announcing. Fine working conditions. Agreeable co-operative staff. Wire KANS, Wichita, Kansas.

Salesman—Steady, experienced for progressive southern station. Good salary and commission, real opportunity. Can also use good announcer. Write P. O. Box 111, McComb, Miss.

Transmitter engineer—Wanted at once. First class license. Experience and draft exempt not essential but desirable. Must be reliable. State experience, references, and complete details in first letter. Include phone number. This is permanent for qualified man. 5 kw transmitter. Address WTOC Savannah, Ga.

Wanted—Transmitter engineer for five kilowatt regional. Excellent opportunity for right man. No one without experience need apply. Write giving full details to Chief Engineer, WSPA, Spartanburg, S. C.

Announcer—Newscasting experience, for gospel broadcasting station. Prefer discharged serviceman or person not subject to draft. WMBI, 153 Institute Place, Chicago 10.

Wanted—Man or woman. Commercial continuity writer for NBC affiliate. Air mail sample specimen of work plus salary expected and picture to WSAM, Saginaw, Michigan.

Topnotch announcer to share 117-hour week with two other announcers. $60.00 weekly. Send transcription. Copy references. Experience and photo at once KMLB, Monroe, La.

Wanted—New 1000-watt Mutual station in Pennsylvania has opening for one announcer. Evening hours. Applicant must have right qualifications. Forward voice audition stating all details and salary requirements to WKST, New Castle, Penna.

Wanted quick—Modern hillbilly and western singer for organized group now working. Must have high lead voice and play guitar, clarinet or fiddle. Outstanding proposition to right man. Send transcription, photo and information to Pete Fall, WOWO, Ft. Wayne, Indiana.

Announcer—Experienced, versatile, general routine, news, deferred. 5 kw network affiliate, major midwest market. The man we want must be worth $65.00 or more per week to start and must be looking for a permanent position. For personal interview call Bernard Berk at Hotel Drake, New York between March 12 and 15.

Midwestern Blue Network outlet desires services all-round announcer. Must be acquainted with transcription library operation. Starting salary 50-hour week in excess of $225.00 per month. Applicant must be prepared to submit voice transcription and photo on request. Box 277, BROADCASTING.

Operator-announcer. First class license. Must be capable of commercial announcing. Permanent position, good salary. Can supervise city police radio station on side. Mutual affiliate. Wanted by March 15. Wire if interested, send voice recording KBND, Bend, Oregon.

Help Wanted (Cont'd)

Writer who loves ocean bathing, trout fishing and fond of writing solid, intelligent commercial copy. You'll join the friendly, congenial staff of a popular kw network outlet in central New England. Are you listening, Ed, Walter or Jane? All replies confidential. Write your story briefly with salary requirements to Box 418, BROADCASTING.

Studio recording and transmitter engineers for regional NBC affiliate. NABET scale. Reply Box 420, BROADCASTING.

First class engineer. Mid-Atlantic regional station. $225 month plus ten percent annual bonus. Write Box 422, BROADCASTING.

COMBINATION LICENSED OPERATOR-ANNOUNCER, $55, FORTY HOUR, FIVE-DAY WEEK. TIME AND ONE-HALF OVERTIME. AIR MAIL AUDITION RECORD PLUS PERSONAL DATA TO PENDLETON, KJBS, SAN FRANCISCO.

Salesman wanted—Man familiar with small market station operation and real understanding of radio sales. Send record of experience, references and photo first letter. Network station in center of richest farm area in west. Write Box 423, BROADCASTING.

Situations Wanted

There's no substitute for experience—fifteen years of it! Announcing, news, special events, programs, continuity, controls, supervision, responsibility, and restricted license. Now managing local station. Good reasons for desiring change. If your deal is really good, might invest one to four thousand dollars. Prefer west or northwest. Age 32, married, family, draft unlikely, not a floater. References. If you need a manager or assistant, or top announcer, let's talk it over thoroughly. Write Box 368, BROADCASTING.

Operator—14 years radio, 5 years broadcasting, including super power. Experienced all phases. Partial college education. Want chief's job in 1 kw or larger. Family man. Draft status, 2B. Box 376, BROADCASTING.

Trained newsman seeking editor's job with news-conscious progressive station. Young, draft-free veteran, capable of expert coverage of local news and professional, individual handling of wire copy. Five years daily newspaper, two years major wire service (including radio wire), three years public relations. What's offered? Box 391, BROADCASTING.

Young. Single. Army discharge. College training. Can handle board, write some commercial copy. Seeking staff job. Box 392, BROADCASTING.

Experienced announcer — newscaster, general staff, commercial, and ad lib record shows. Available immediately. Box 393, BROADCASTING.

Manager—Seeking better opportunity with local or regional. 12-year background includes announcing, program and production, sales and management. Convincing figures on request. Box 397, BROADCASTING.

Sports announcer offering seven years' experience in every phase of sports, news, and special events announcing to progressive, sports-minded station, if possible one planning baseball coverage. Major league baseball background, play by play all sports, including football, basketball, championship boxing. Reputation built on topnotch Hoopers and satisfied sponsors. Box 398, BROADCASTING.

Network producer. With all-round station experience interested in position with future. Box 401, BROADCASTING.

Baseball announcer—Play by play and rebroadcast. Sportscasting, interviews, plus four years staff announcing, dramatics, newscasting. Medical dischargee. Box 402, BROADCASTING.

Manager, salesmanager or salesman. Resuming work after illness. Eight years' experience. Last year in radio, personally sold over one hundred thousand dollars of time. Box 403, BROADCASTING.

Newscaster, announcer, two years' experience, interested in production. Sober, reliable. East or midwest. Box 404, BROADCASTING.

Secretary, who for $200 month can save a busy executive thousands of dollars. Experienced in radio, advertising, motion pictures. New York City. Box 407, BROADCASTING.

First class engineer with 5 kw experience in all phases. Thoroughly capable of handling chief's position in small station. Box 408, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—woman. Two years' experience. Can run control panel, write, present news, produce and emcee. Prefer midwest. Box 409, BROADCASTING.

Engineer first class telephone, second class telegraph license. Past draft age, experienced transmitter test, maintenance and trouble shooting. Desires position. Box 410, BROADCASTING.

Announcer—Some experience. Years in radio in other lines. Box 411, BROADCASTING.

Third class operator—Experienced transmitter and control operator. War veteran. Permanent only. Box 413, BROADCASTING.

Discharged serviceman—second class radio telephone license, no experience. Box 417, BROADCASTING.

Chief announcer: Wisconsin man desires position in or near state. Six years experience. Draft deferred. Now available. Box 419, BROADCASTING.

Experienced editorial newspaper executive, five years as daily newscaster, general knowledge of radio, exceptional writing ability, wishes to make change from west to east. Now employed. Box 416, BROADCASTING.

Announcer—News, commercials. 25 years old. 2 years experience. Honorably discharged. Advise approximate salary, hours. Box 424, BROADCASTING.

Announcer—woman. 5 years staff announcing experience on 5 kw network affiliate. News, music, women's. Box 56, BROADCASTING.

Commercial manager interested in change, with earnings commensurate with production. Good references and record as planner and producer. Will go with any reliable station or agency presenting opportunities for betterment. Write Box 336, BROADCASTING.

ANNOUNCER—THOROUGHLY EXPERIENCED NEWS-SPORTS-AD LIBS, COMMERCIALS, RECENTLY HONORABLY DISCHARGED WANTS PERMANENT CONNECTION. PLEASE STATE ALL FACTS FIRST LETTER, AVAILABLE TWO WEEKS. BOX 357, BROADCASTING.

Network announcer—Smooth style, rich voice, handled network shows. I am currently doing free lance commercial transcription work. Seeking position with television or independent radio station in New York and surrounding areas. Box 426, BROADCASTING.

Announcer-newscaster. Deferred in draft. Will accept position anywhere, immediately, any locality. All offers. Single, no attachments. Will send transcription at request. Box 427, BROADCASTING.

Wanted to Buy

Wanted to buy—Ground wire and WE 300A tubes. Box. 150, BROADCASTING.

Wanted—Recording equipment and playback. Bush Mumpower, Box 26, Fairfield, Ala.

SUCCESSFUL STATION MANAGER

AVAILABLE MAY 1

Veteran radio manager, thoroughly experienced all phases of radio station operation, network and local, will be available for managerial position with major market station. Widely known in national agency and advertiser radio circles. Excellent operating record.

Write or wire

BOX 421, BROADCASTING

NEWS RE-WRITE MAN

• • • looking for opportunity to grow with new 50,000 watt station, is needed immediately. Let's have experience, draft status, age and picture in first letter. Midwesterner preferred.

BOX 414, BROADCASTING

Wanted to Buy (Cont'd)

anted—FCC approved frequency and odulation monitor. Also, tower and ther equipment for 250-watt station. ash. Box 382, BROADCASTING.

anted—Controlling interest in local r regional station. Box 383, BROADCASTING.

anted to buy—Local radio station. ox 384, BROADCASTING.

anted—FCC approved frequency monitor. Send complete information. Box 6, BROADCASTING.

anted to buy—One, or two Universal ll-frequency cutting heads. Radio tation KFAB, Engineering Department, Lincoln, Nebraska.

eward! $100 War Bond, to the guy or l whose information regarding availility of recent model RCA 1 kw transitter leads to our purchase. (Has anyody here seen a good consolette or CA dual speed turntable?) Box 415, ROADCASTING.

For Sale

-watt composite transmitter, just reuilt, fine condition, ready for FCC approval, $2,900.00. Regional Radio Sales, 1 W. Wisconsin Ave., Milwaukee 3, isconsin.

-watt composite transmitter, suitable r FCC approval, $2,600.00. Regional adio Sales, 231 W. Wisconsin Ave., Milaukee 3, Wisc.

-watt composite transmitter, suitle for FCC approval, $2,000.00 Reonal Radio Sales, 231 W. Wisconsin venue, Milwaukee 3, Wisconsin.

-watt FCC approved transmitter, rand new, $3000. Box 425, BROADCASTG.

Bentley to Front

ULIAN BENTLEY, news editor d war correspondent of WLS hicago, Prairie Farmer station, ill leave soon for his second overas assignment for the station and rm paper. He is accredited by the avy. For security reasons, neither e nature of his trip nor his desnation can be revealed now.

Doyle Promoted

E. (Dinty) Doyle, manager of press formation of WABC New York for e past two years, has been named rector of special events for the staon, a new position in which he will vote his full time to war activities, cluding bond drives, WAVE and AC recruiting, gifts for service men, c.

BBC ISN'T LIKELY TO GO COMMERCIAL

UNLESS PRESENT indications are completely wrong British radio will not go commercial after the war, John Salt, North American director of the BBC, said last week on his return from a month in London. The decision is to be made by Parliament, not by the BBC. Mr. Salt said there seems to be no great pressure for commercial radio operation.

The BBC charter expires in 1946, he said, and its renewal will be debated in Parliament, probably within the next six months. The appointment of a special Parliamentary commission to hold public hearings on it is likely, he said, although it is possible for a proposal to be introduced as a bill and debated without investigation.

If the non-commercial operation continues, the BBC will need additional revenue to carry on expanded home program service, and to support the resumption of television broadcasting, Mr. Salt stated. This might come through an increased tax on radio homes—or through a special tax on television receivers.

After the end of the war in Europe, BBC's plans for an expanded home program service include more programs from America, he stated. Asked if hearing American programs has had any effect on English listening habits, Mr. Salt said that the BBC broadcasts four American programs each week—*Jack Benny, Charlie McCarthy, Command Performance* and *Mail Call*—with *Jack Benny* the most popular with a rating of 18, compared with a rating of 46 for the top BBC "entertainment" program.

APPOINTMENT of James W. LeBaron as general manager of the Chicago office of Joseph Hershey McGillvra Inc., station representative, was announced last week. Mr. LeBaron has been a sales executive in the New York office four years. He succeeds Jack Stewart, who resigned recently.

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High Power Tube Specialists Exclusively

Accurate   Concise   Dramatic
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and
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WKAT   4th YEAR

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One of the largest selections of sound effects in existence. MAJOR RECORDS. Realistic and Complete.
Write for catalog
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Transcriptions—Specialized Recordings
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Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

Reece Bill Would Curb Power of FTC To Require Warnings in Commercials

A PROPOSAL to amend the Federal Trade Commission Act to define more clearly the Commission's jurisdiction over false advertising, restricting the power of FTC to require the use of warnings in radio commercials and other media advertising, has been introduced in the House by Rep. B. Carroll Reece (R-Tenn.) and referred to the Committee on Interstate and Foreign Commerce.

In an explanation of his bill (HR-2390) in the *Congressional Record* last Tuesday Mr. Reece lists three general purposes as follows: (1) to permit "effective judicial review" of cease and desist orders issued on charges of misrepresentation in advertising (2) to limit "aggregate" penalties which may be imposed for a "single" violation (3) to clarify the Commission's jurisdiction as to food, drugs, devices and cosmetics.

Limitations imposed by Mr. Reece's bill on penalties for violations of Commission orders would apparently apply to radio stations as well as newspapers.

Advertising Clause

Concerning the question of jurisdiction, Mr. Reece attempts to resolve conflicts between the Federal Food, Drug, and Cosmetics Act, which applies to composition, labeling, and distribution of food, drugs, cosmetics, and therapeutic devices, and the FTC Act, which is designed to prevent false advertising of similar products.

Mr. Reece declares that conflict has developed largely over the administration of section 15 (a) of the FTC Act which expressly excludes "labeling" from the definition of the term "false advertisment". However, he finds the FTC Act does not define the word "labeling" and he proposes that the definition in the Food and Drug Act be incorporated in the FTC Act.

Confusion has also developed, he declares, over provisions regarding failure of advertisements to include warnings. "Those provisions," he points out, "were to reach advertisements which although not false by express statement, were misleading by indirection, implication and ambiguity. They were not requirements for advertisements to contain directions for using the various warnings with respect to contraindications—which matters are expressly dealt with in the Federal Food, Drug and Cosmetic Act as to labeling—unless the affirmative and express portions of the advertisements were such as to make some disclosure of directions or warnings necessary to avoid an otherwise misleading representation.

"Likewise, those provisions were not to require in advertisements warnings against use of a product for purposes and in ways not prescribed in the advertisement or not customary or usual."

Mr. Reece declares that the Commission has invoked these provisions in its proceedings "to order inclusion in advertisements of warnings of various kinds, including warnings against excessive and unrecommended uses and use in cases involving idiosyncrasies or allergic conditions. It has also been utilized by the Commission upon occasion to accomplish what seemingly amounts to indirect control of labeling."

Mr Reece would overcome this confusion by inserting language in the Act which more nearly expresses what was intended in the Wheeler-Lea Act of 1937.

PATTERSON SCOOP

WJR Exclusive Came Just Before Strike's End

UNDERSECRETARY OF WAR Robert P. Patterson's direct appeal to striking workers over WJR Detroit came only a few hours before 2,000 UAW-CIO strikers voted to accept the directive of the National War Labor Board and return to work.

George Cushing, WJR news editor, invited Patterson to appear on the station's public service program *In Our Opinion* Sunday, March 4, and he was picked up from WTOP studios in Washington.

Feature of the exclusive broadcast was Patterson's revelation of a new 45-ton tank, the most powerful ever built, being made in Detroit. Most news stories reporting the talk locally and nationally credited WJR with the broadcast.

Previously scheduled appearance of Senators Homer Ferguson and James M. Mead on the program was canceled for the pickup.

BLUE Network signed Don McNeil, master of ceremonies of the Blue's *Breakfast Club*, on March 3 to a new five-year contract effective Jan. 1, 1946, which calls for a basic guarantee of $1,000 a week.

Max Jordan in Europe On Assignment for NBC

DR. MAX JORDAN, NBC director of religious broadcasts, who at one time was NBC Continental-European manager, has arrived in Paris, where he will act as contact man for the NBC news and special events department. He will report to NBC's news chief, William F. Brooks, who returned to New York earlier in the week from a tour of the European battlefronts (see page 29).

Mr. Jordan, who retains his present title as religious director, is expected to remain overseas five to six weeks, depending on the progress of his special assignment. Main task will be to lay the groundwork for future broadcasting and reestablish former NBC contacts in foreign countries liberated from Nazi domination.

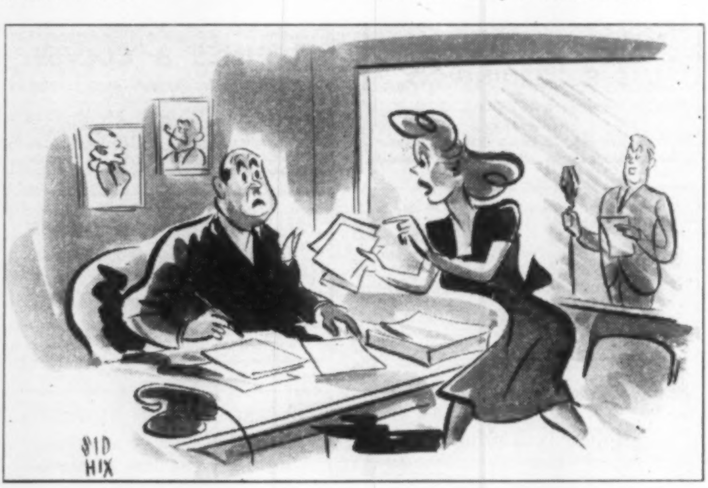
FIELD TRANSFERS GET FCC APPROVAL

CONSENT was granted by the FCC last week for voluntary assignment of license of WSAI Cincinnati from Marshall Field to Buckeye Broadcasting Co., owned by Field Enterprises Inc., along with voluntary transfer of WJJD Inc., licensee of WJJD Chicago, from Mr. Field to Field Enterprises Inc.

The WSAI transaction involves issuance to Mr. Field of 5,834 shares 6% non-cumulative preferred stock (par value $583,400) of Field Enterprises for all authorized capital stock (1,000 shares common) of Buckeye. In the WJJD transaction Mr. Field is issued 6,926 shares of the same preferred stock in Field Enterprises, for the 15,000 shares (100%) no par common stock of WJJD Inc.

At the same action the Commission consented to transfer of control of Plattsburg Broadcasting Corp., licensee of WMFF Plattsburg, from Edward H. Bragg and Leslie F. Bragg to George F. Bissell, president and manager, through sale of 169 shares (52%) to Mr. Bissell for $24,000. Mr. Bissell is also president and 95% owner of WENT Gloversville, N. Y.

KENO Las Vegas, Nev., was granted shift from a corporate to partnership status under same owners. No money was involved.



Drawn for BROADCASTING by Sid Hix

"Here Are Six More Letters Complaining About the Young Mother On Our Television Serial—She's Not Wearing Any Wedding Ring!"

GUNNISON GIVES MBS COMMENTARY

ROYAL ARCH GUNNISON, MB correspondent, who returned t New York 10 days ago from Mani starts a regular commentary o Mutual March 12, Monday throug Friday, 1-1:15 p.m., replacing Ra Dady, who broadcasts at the tim from KWK St. Louis.

Don Bell, former NBC co respondent, who with Bert Si also NBC, were rescued from t Santo Tomas internment cam [BROADCASTING, Feb. 12], has be signed up as a Mutual correspond ent. His first MBS broadcast ca through March 2, when he describ our attack on Palawan Island.

Since Mr. Bell disappeared wi the fall of Manila to the Japs th years ago, he had been various reported as dead, escaped, or livi in the camp under an assum name. The facts have been clo ly guarded from the Japs by h fellow-prisoners, including M Gunnison, who knew the story wh he returned to America two yea ago on the repatriate ship after year in Jap prison camps.

Imprisoned in Santo Tom Don Bell dropped his "radio nam and made himself known by his r name—Norman Beliel, advertis director of Heacock's Dept. St in Manila. As Don Bell, he known and hated by the Japs vitriolic attacks over KZRH nila.

Lt. Col. A. A. Schecter sh get much of the credit for the n reports from the Philippines, Gunnison said. Col. Schecter to the Philippines as radio pu relations officer at Gen. Ma thur's headquarters and later over as communications off "Only because he did, did we anything through," Mr. Gunn stated.

KXL Applies to F To Share 750 Chann

FIRST OF the applications East-West Coast duplication clear channels since the FCC's for the May 9 clear-channel a cations hearing was filed Thursday by KXL Portland, owned by Ed Craney and Frances Symons. The applica is for fulltime on the 750 kc c channel, on which WSB Atlan the dominant I-A station. KXL operates on the frequency lim time with 10,000 w.

Mr. Craney operates KGIR and the Z-Bar Network in Mont and recently acquired an int in KFPY Spokane, from Mrs mons. This transaction, how not yet finally negotiated, is ject to FCC approval [BROAD ING, Feb. 19].

Mr. Craney long has bee advocate of clear-channel du tion and is a member of the g seeking to revitalize an orga tion of regional stations (pro to be known as the Regional G to oppose clear channels and hi power at the scheduled May 9 ceedings [BROADCASTING, Mar

LT. COL. JOHN VASSOS, Engineers, now on inactive status 2½ years in the European, Af and Middle East Theatres, has turned to his post of consultant neer with RCA Victor Division.

● ADVERTISING MUST PACE PROGRESS

In 1922 a NEW MEDIUM sold a NEW IDEA . . . and made history!

In August, 1922, the late Mr. E. A. MacDougall, president of The Queensboro Corporation of New York, "sold" a new idea—the cooperatively-owned apartment building—in a new subdivision, Jackson Heights, Long Island. For $100, he bought 10 minutes of sponsored selling talk for Jackson Heights over WEAF, New York. Thus was born a new medium for selling—Radio—today's greatest molder of public opinion and most effective developer of Sales!

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Advertising Must Again Find New Ways to Sell!

ADVERTISING'S job in the Distribution Decade after Victory will be no routine chore. For to avoid disastrous unemployment, we as a nation will have to consume at least 40% more than in pre-war years!

That means the product of industry will have to be moved more quickly, more efficiently and more economically—from manufacturer to consumer. Advertising will have to *make* new markets; "sell" new ideas; speed up consumption! For production itself will be no problem. We will have the manpower, the materials, the machinery and the money to produce beyond anything the world has ever known. But we are going to need *ideas* to put this vast industrial might to work!

Smart, far-seeing advertising men are planning to meet the Distribution Decade challenge—now. Here at the Nation's Station, we are, too. When the time comes, we'll have many interesting facts to give you about the great 4-State market that is WLW-land.

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THE NATION'S MOST MERCHANDISE-ABLE STATION